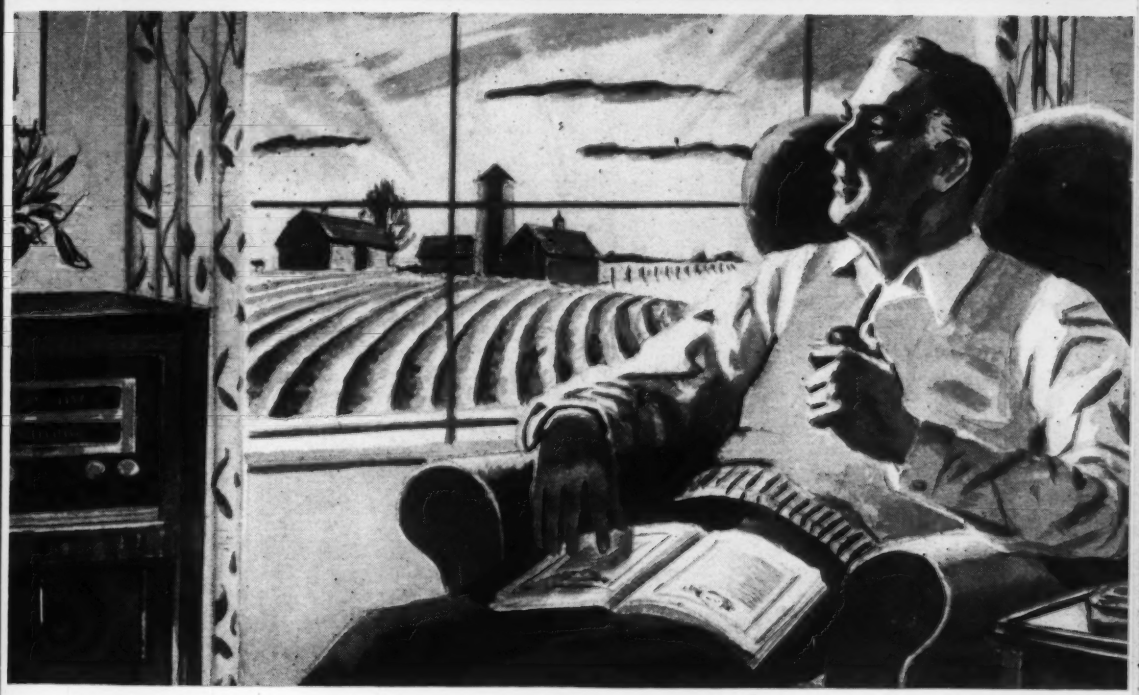
AUGUST 22, 1955 35c PER COPY

BROADCASTING TELECASTING

B•T EXCLUSIVE
BILLY GRAHAM,
ANGELIST-ADVERTISER
E SPENDS $1 MILLION
N RADIO EVERY YEAR
Pages 59-68



radio-active **farmers**

Farmers up to their ears at harvest-time always keep an ear open to their radio as usual.

They're interested in their own local weather conditions . . . their own local crop-selling conditions . . . in short, local news that affects *them* locally.

Harvest-time for farmers reaps a good harvest for you, too.

For Spot Radio turns Radio-Active farmers into active customers for advertisers.

WSB	Atlanta	NBC
WFAA*	Dallas / Ft. Worth	NBC / ABC
KOA	Denver	NBC
WIKK	Erie	NBC
KPRC*	Houston	NBC
WJIM	Lansing	NBC / ABC
KARK	Little Rock	NBC
KABC	Los Angeles	ABC
WISN	Milwaukee	CBS
KSTP	Minneapolis / St. Paul	NBC
WABC	New York	ABC
WTAR	Norfolk	CBS
WIP	Philadelphia	MBS
WRNL	Richmond	ABC
KCRA	Sacramento	NBC
WOAI*	San Antonio	NBC
KFMB	San Diego	CBS
KGO	San Francisco	ABC
KMA	Shenandoah (Iowa)	ABC
KTBS	Shreveport	NBC
KVOO	Tulsa	NBC
ABC	Pacific Radio Regional Network	

*Also represented as key stations of the TEXAS QUALITY NETWORK

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES • DETROIT • ST. LOUIS • SAN FRANCISCO • ATLANTA

MAN BITES DOG

WNAO-TV in mixed market outshines its "V" competition in audience share of top programs

Why? ? ?

- **WNAO-TV** delivered the lion's share of the market audience (from market survey ordered and paid for by the VHF competitor.)*
- **WNAO-TV commanded** top audience rating for 9 out of 15 most popular weekly programs in the market.
- **In the rich** 1,000,000 population Raleigh-Durham market "television is television regardless of UHF or VHF".

A "U" WITH AN IMPRESSIVE PROGRAM ARRAY:

- **WNAO-TV is proud of its** CBS
- **CBS television programs** lead in Raleigh-Durham audience preference.
- **WNAO-TV currently telecasts** (summer 1955) weekly 41 hours of CBS programs and delivers the top share of the audience against all local and outside channels.

IN RALEIGH-DURHAM WNAO-TV IS THE BEST CIRCULATION BUY FOR SPONSORS WHO WANT AUDIENCES NOT ENGINEERING CONTOURS. BY ANY SLIDE RULE, AUDIENCE RATING OR COST PER THOUSAND, WNAO-TV GIVES YOU A MAN SIZE BITE OF THE RALEIGH-DURHAM MARKET.

* *Latest Hooperating*

CBS

ABC —— Du Mont

CHANNEL 28
182,000 WATTS

Avery-Knodel, Inc., Exclusive National Representatives

John H. Bone
General Manager

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15 most

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Y FOR
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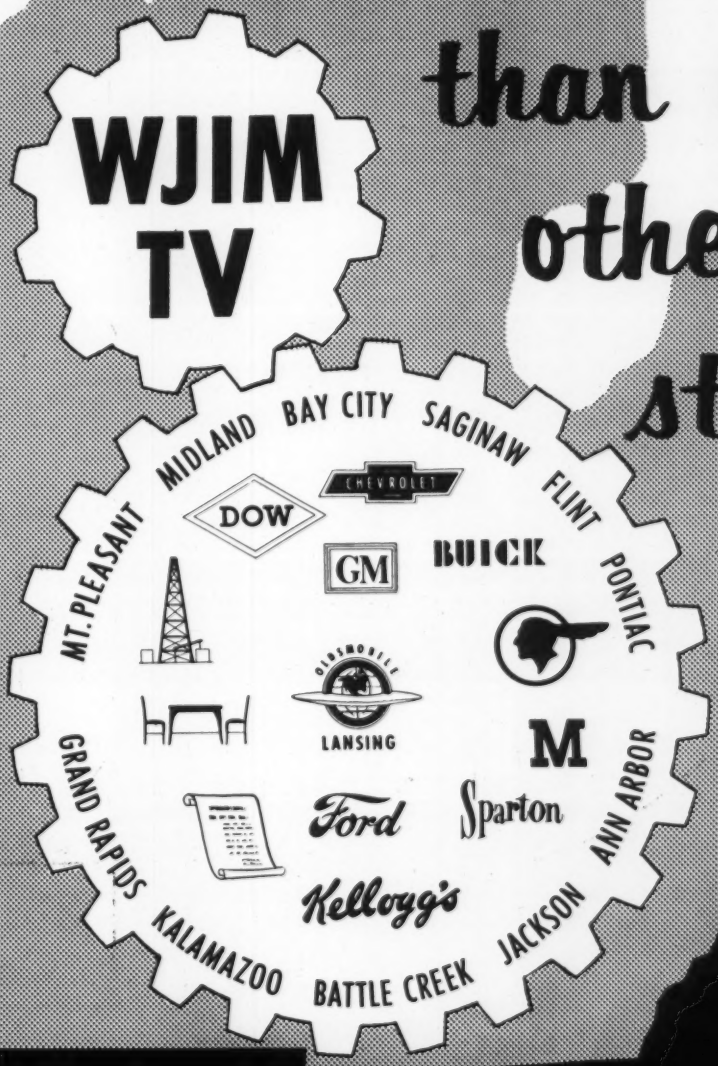
rating

Covering More

...of rich, industrial, outstate Michigan



NBC
CBS
ABC

represented by
PETRY & CO.

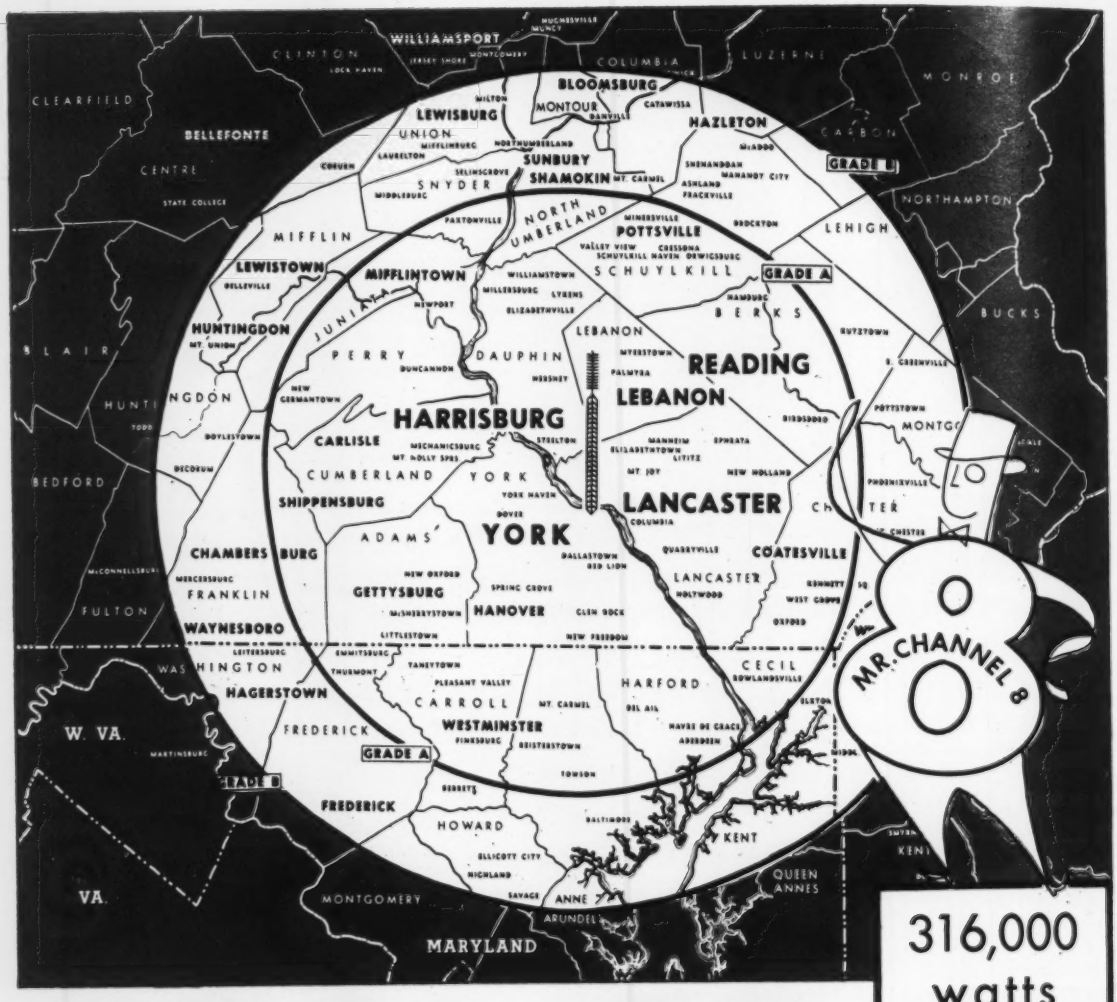
Delivering America's greatest trademarks in America's 36th Market....

WJIM-TV

CHANNEL
6
LANSING

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

AMERICA'S 10th TV MARKET



WGAL-TV

LANCASTER, PENNA.

STEINMAN STATION
Clair McCollough, Pres.

NBC and CBS

The WGAL-TV multi-city market area is comprised of 912,950 TV sets owned by 3½ million people who have $5½ billion to spend each year—America's 10th TV Market.

Representatives:

MEEKER TV, INC.

New York
Los Angeles
Chicago
San Francisco

closed circuit.

BIG SURPRISE • NBC-TV is slated to announce its answer to CBS-TV's high-rated *$64,000 Question* any day. With Speidel Co. (jewelry) set to sponsor, it hopes to hit jackpot with *Big Surprise*, quiz show whose big reward will be achievement of winning contestants' "life-long ambition, regardless," plus up to $100,000 in money. Starting date's uncertain, but it'll go into Saturday, 7:30-8 p.m. period on which Swift & Co. let option expire. Like *$64,000 Question*, *Big Surprise* is production of Louis G. Cowan Inc. (whose former president of same name moved to CBS-TV as idea creator after *$64,000 Question* jumped to success). Speidel agency is Sullivan, Stauffer, Colwell & Bayles, New York.

B•T

ABC-TV is priming for battle of quizzes —and, as in case of NBC-TV and CBS-TV (see above), it's Louis G. Cowan production. Number of changes in format of veteran Stop the Music *will be announced shortly, designed to heighten its impact with return to ABC-TV Sept. 15 (Thurs., 8:30-9 p.m.). Sponsors of* Stop the Music *are Quality Goods Mfrs. (Van Heusen shirts and Anson jewelry) and Necchi Sewing Machine Co., both through Grey Adv., New York.*

B•T

CO-OP TOUCHDOWN • NBC-TV as well as affiliates stand to come out better financially through decision to make one quarter of its NCAA football telecasts available for local co-op sale in certain areas (see story page 78). Network already has acceptances putting it past $60,000 mark in co-op fees and considers it "certainty" that, in all, acceptances will be forthcoming from majority of stations to which co-op portions are available. (None had rejected as of Friday, and, incidentally, 12 already had sold out all local spots available to them.) In areas where this quarter is not available as co-op (NCAA Districts 3 and 6), Gulf Oil had picked up tab on 50-plus stations (for $170,000).

B•T

ALL IN ALL, NBC-TV expects its take from NCAA telecast sales to reach approximately $2,670,000. When all returns are in, it looks for about $350,000 in co-op fees (see above); plus $650,000 apiece from General Cigar, Schick, and Avco as national sponsors of three quarters, plus $170,000 from Gulf, plus $200,000 from Dow Chemical for post-game quarter-hour Scoreboard.

B•T

ZENITH'S PUBLICITY PAYOFF • Well informed source estimates that Comdr. E. F. McDonald's campaign for subscription television has saved his Zenith company about $4 million in advertising during past year. This is premised on front page stories and features in daily newspapers, trade paper spreads, editorials and literally dozens of insertions in *Congressional Record* keeping Zenith name in forefront. Moreover, Zenith stock has hit high of 134 and currently is 120¾.

B•T

ALL CBS Radio affiliates except WHAS Louisville to date have accepted new compensation agreement, effective Aug. 25, whereby single rate would apply throughout broadcast day but with reduction in affiliates' compensation, according to CBS sources. High CBS authority asserts that unless consent is forthcoming, network will be left no alternative and will seek new affiliates to cover clear channel WHAS area, which he admits is tough assignment. If there's no agreement on radio, network ultimately may be faced with break on tv affiliation also. WHAS executives contend network isn't justified in cutting radio compensation and reportedly told CBS that company had not kept pace. At deadline, however, negotiations were still in progress, according to WHAS authorities.

B•T

OFF AGAIN • This time it was St. Louis for FCC Comr. Robert E. Lee, on his one-man pilgrimage to find out what's wrong with uhf, notably in intermixed markets. Comr. Lee, who had made two visits to "Madison Avenue", spent Monday through Thursday last week in St. Louis touring area in an FCC field division mobile unit imported from Kansas City, with crew of inspectors from that office. Unit carried 3,000 pounds of audio-video testing, measuring and recording equipment.

B•T

WITH LAST obstacle in path of new Pittsburgh ch. 11 outlet removed by refusal of U. S. Circuit Court of Appeals in Washington to stay FCC's decision, station, using call WIIC (TV), expects to hit air with full power by Nov. 15. Station results from merger of WWSW Inc. and WJAS application (see story page 84).

B•T

TURNABOUT • While trend in Hollywood movie circles is for big theatre film firms to get into tv packaging, independent tv packagers are eyeing extra dollars in theatre films and every week production reports show packagers are out to compete with movie majors at their own game. Gimmick obviously is that if big firms won't release first runs to tv, packagers will make some and cash in on double market.

B•T

TOLL-TV moguls in Hollywood are being faced with tough decision of whether to stick to exclusively FCC fight for air channels or go to closed-circuit wired systems. They could do latter now, but it might freeze them out at Commission should it prove too successful. Bare economics may force issue soon with leak in dike such as closed-circuit commercial "stations" planned by trans-community tv network (stories pages 9 and 94).

B•T

FRIEDA'S FIRST • Daytime Broadcasters Assn., representing some 200 daytime stations seeking increased power and uniform hours, has retained former FCC Comr. Frieda B. Hennock as Washington counsel. Announcement of this shortly will be made by Jack Younts, WEEB Southern Pines, N. C., president. Selection was made at meeting of DBA board in Chicago last week attended by Miss Hennock.

B•T

NEW CONCEPT for Conelrad, emergency radio service set up to keep public informed in event of enemy attack, is being considered because of atomic developments. Whereas original Conelrad plan involved silencing of all broadcast stations in area under attack except those radio outlets which would operate on 640 and 1240 kc, Civil Defense authorities now recognize that problem could be national rather than local or regional. New nuclear weapons and related "radio-active fallout" danger spreads geographical problem. New plan now is under active discussion among cooperating Federal authorities.

B•T

STEEL REMOTES • Flushed with success of its most ambitious live commercial remote venture to date (pickups from Springfield, Ill., fairgrounds last week), U. S. Steel Corp. is planning others of similar magnitude. Company has pioneered in remote commercials on theory that commercials can be done cheaper live than by film on its *U. S. Steel Hour*. It will originate others with opening of Ohio Turnpike and celebrated Christmas tree setup at Chicago's Marshall Field & Co.

B•T

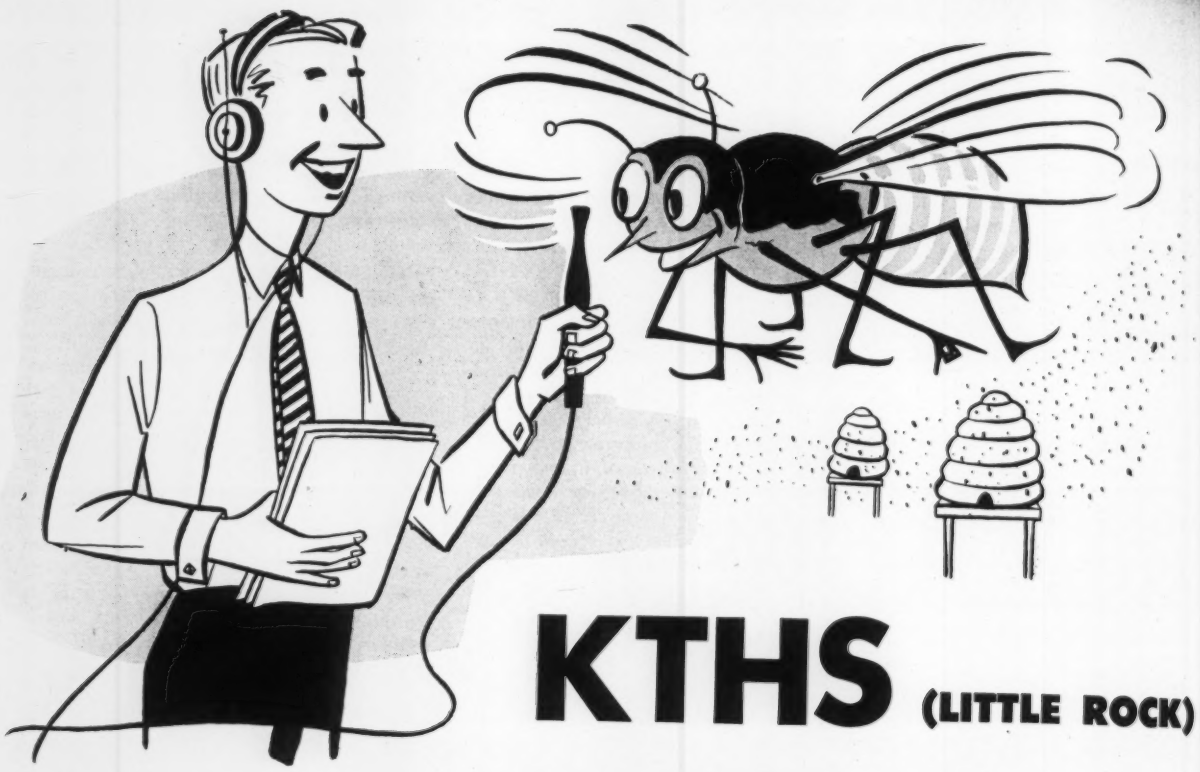
CHRYSLER CORP., Dodge Div., Detroit, apparently pleased with results of its summer program, Lawrence Welk Show *(ABC-TV, Sat., 9-10 p.m. EDT), is planning to carry program for another 13 weeks after completion of current cycle Oct. 1. Agency is Grant Adv., Chicago.*

B•T

TWO-WAY STRETCH • If all goes well, it's understood, Deering, Milliken & Co.'s initial tv outlay for Agilon "stretch" stockings (see story page 37) may get sizable "stretch" treatment itself. Assuming opening-gun campaign in 50-plus markets pays off, tv appropriation may be increased to around $1 million or more. Amos Parris & Co., New York, is agency.

B•T

KDUB-TV Lubbock, Tex., will be featured in Sept. 3 Saturday Evening Post *article, "Hometown Tv Makes Good," by Joe Alex Morris. Station, headed by W. D. (Dub) Rogers Jr., operates on ch. 13.*



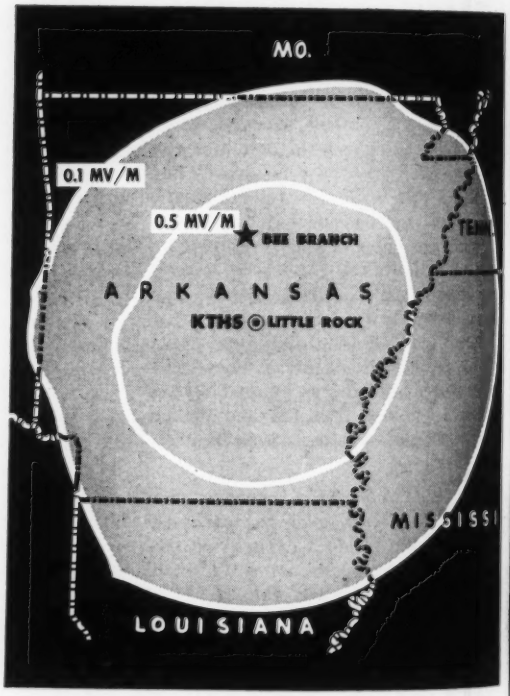
KTHS (LITTLE ROCK)

BUZZES INTO *BEE BRANCH,* TOO!

KTHS — Basic CBS in Little Rock — is the only 50,000-watt station in Arkansas. It is heard and *believed* by hundreds of thousands of people throughout the State.

Bee Branch (Ark.) for example, is part of our hive. True, it only has 141 souls, but there are hundreds and hundreds of other such communities — some larger, some smaller — which combine to give KTHS interference-free daytime coverage of over 3-1/3 MILLION people!

Your Branham man has all the BIG facts on KTHS. Ask him!



The Station KTHS daytime primary (0.5MV/M) area has a population of 1,002,758 people, of whom over 100,000 do not receive primary daytime service from any other radio station . . . Our interference-free daytime coverage area has a population of 3,372,433.

KTHS 50,000 Watts CBS Radio

BROADCASTING FROM

LITTLE ROCK, ARKANSAS

Represented by The Branham Co.

Under Same Management as KWKH, Shreveport

Henry Clay, Executive Vice President

B. G. Robertson, General Manager

at deadline

RADIO, TV ACTIVE AS FLOODS SWEEP NEW ENGLAND, MID-ATLANTIC AREAS

HEAVY rains and flash floods attributed to hurricane Diane soaked sections of Eastern Seaboard last Thursday and inundated many areas in Pennsylvania, New Jersey, New York and New England. All radio and television networks covered storm on their regular news shows and aired bulletins on its progress.

Ten inches of rain were dumped over central Massachusetts. WTAG Worcester kept the area informed. Phone hookups were operated all over central New England. WTAG-FM went on air five hours early.

KYW Philadelphia was on air at 8:30 Friday morning to announce what it termed exclusive report that 450 marooned Scouts had been evacuated by boats, amphibious vehicles and helicopters. Hour later wire stories still reported Scouts marooned. Area kept informed of overflowed streams and closed roads, and water contamination rumor was spiked.

WIP Philadelphia kept parents informed of situation at upstate camps. Reports were broadcast from Scranton and Wilkes-Barre areas. Regular programming was cut to minimum for beep circuit reports.

NBC-TV sent camerman Tom Priestley to Port Jervis, N. Y., where he shot aerial films of that city, western Massachusetts and Connecticut. Santino Sozio covered same area for network on ground. Dave Wegman was sent from Washington to Pocono mountains where two trains were stranded.

In Boston, Bill Coolige toured city with three cameramen shooting film there and in eastern Massachusetts. Network reported that WKNY-TV Kingston, N. Y., WLEV-TV Bethlehem, Pa., and WPTZ (TV) Philadelphia, covered for network in their respective areas.

On NBC Radio, coverage began with network's morning newscast *World News Roundup* when telephone interview with wife of mayor of Port Jervis was broadcast. Other storm news was heard on regularly scheduled broadcasts and was highlighted with reports from local NBC affiliates in storm areas. Network spokesman reported that Gabe Pressman, roving reporter, was stranded in four feet of water en route to Port Jervis by car and completed trip by rowboat.

WCAU-AM-TV Philadelphia kept full crew on job. Photos and detail maps along with alternate routes into city shown on morning tv newscasts.

WOR New York newscasters Jim Yoell and Dick Vigil did a survey of storm areas by phone early Friday morning for broadcast on early morning news shows. Information centered mostly on points of commuter interest such as blocked roads, bus and train schedules, and flood damage.

Court Dismisses Action Against Newhouse Interests

MILLION DOLLAR antitrust suit brought by WNDR Syracuse against Newhouse newspapers and radio stations in Syracuse (*Post-Standard* and *Herald Journal*-WSYR-AM-FM-TV) dismissed by Federal Judge Stephen W. Brennan Friday.

WNDR brought suit to collect treble damages charging Newhouse newspapers and stations with unlawful restraint through "package deals in advertising" and alleged false rumors about WNDR's financial stability.

In granting summary judgments for dismissal, Judge Brennan said he did not believe "that an antitrust action is the vehicle in which the plaintiff may obtain relief because of unfavorable news items or failure to publish items which the plaintiff feels are newsworthy."

The judge also said he felt that WNDR was not in direct competition with the two newspapers.

Kudner Appoints Hatch

APPOINTMENT of Clarence Hatch Jr. as senior vice president of Kudner Agency, New York, to be announced today (Monday) by J. H. S. Ellis, president. Mr. Hatch has been executive vice president of D. P. Brother & Co., Detroit, and previously was with Campbell-Ewald. He is founder of Detroit Television Council and served as president in 1952. This year he was elected chairman of Michigan Council of American Assn. of Advertising Agencies.

CBS Radio Fall Changes

SERIES of fall programming changes for CBS Radio announced Friday, including news that Jack Benny, who has been heard on radio for 23 years in Sunday 7-7:30 p.m. spot, will not be carried on radio next season but will concentrate on television on CBS-TV. In other moves, CBS Radio will place show starring Edgar Bergen in Sunday 7:05-8 p.m. slot starting Oct. 2; has cancelled *Amos 'n' Andy* (Sun., 7:30-8 p.m.) but continues *Amos 'n' Andy Music Hall* (Mon.-Fri., 9:30-9:55 p.m.). Bergen show may be sold on CBS Radio's new "segmentation" plan (see story page 78).

WBZ NEEDS DIESEL

WBZ-AM-TV Boston put off air by power failure at 10:26 Friday morning but returned in three minutes with diesel power. Twenty-seven tv cameramen covered Southern Massachusetts to report flood damage, with Dick Hand, WBZ-TV correspondent, chartering plane to get air shots of Western Massachusetts flood damage. Stations reported washout and landslide spots as well as train wreck. At 6:30 Friday morning Munson state police barracks asked WBZ radio newsroom to broadcast appeal for Hampton residents to rescue man stranded in car. Appeal was heard and boat removed victim. Area was entirely isolated except for radio, tv and telephones. Just year ago WBZ-TV tower toppled on station building in hurricane Carol.

• BUSINESS BRIEFLY

BAKERY SIGNS • Gordon Baking Co., Detroit, signs to sponsor *Kukla, Fran & Ollie*, on WBKB (TV) Chicago, WABC-TV New York, WXYZ-TV Detroit and WSJV-TV Elkhart, all ABC-TV stations, Mon.-Fri., 7-7:15 p.m. Agency: D'Arcy Adv., N. Y.

BEER FILMS • Mel Gold Productions, N. Y., has completed two one-minute film commercials for Roger & Porter Adv., Rochester, on behalf of its client, Genessee Brewing Co., Rochester.

AMANA PROJECT • Ruby Tv-Film Productions, N. Y., has signed with Maury Lee & Marshall Adv., N. Y., to produce 30 tv film commercials for Amana Products, Amana, Iowa, alternate sponsors of upcoming *Phil Silvers Show* on CBS-TV.

HAMM SPORTS • Theodore Hamm Brewing Co., St. Paul, Minn., buys *Championship Bowling* film series and guest interviews on WGN-TV Chicago, Sun., 3-4 p.m., for 26 weeks starting Oct. 9. Agency: Campbell-Mithun, Minneapolis.

NECCO EXPANDING • Necco Sales Corp., Long Island City (candy products), N. Y., will start spot tv campaign in 40 eastern and midwestern markets in mid-September and running until end of year in move to expand distribution gradually to Midwest. Business placed through C. J. LaRoche & Co., N. Y.

SPOTS FOR NYTOL • Block Drug Co., Jersey City, has instructed its agency, Harry B. Cohen Adv., N. Y., to line up availabilities for tv spot campaign on behalf of its Nytol sleeping powder. Campaign to start early October in undisclosed number of markets.

PHILLIPS ON 115 • Phillips Petroleum Co., Bartlesville, Okla., planning spot radio campaign in 115 midwest markets during September to push its motor oil. Agency is Lambert & Feasley, N. Y.

CAMELS STORIES • R. J. Reynolds Tobacco Co. (Camels) sponsorship of *Crusader*, dramatic stories, will start on CBS-TV Oct. 7 (Fri., 9-9:30 p.m. EDT). Agency: William Esty Co.

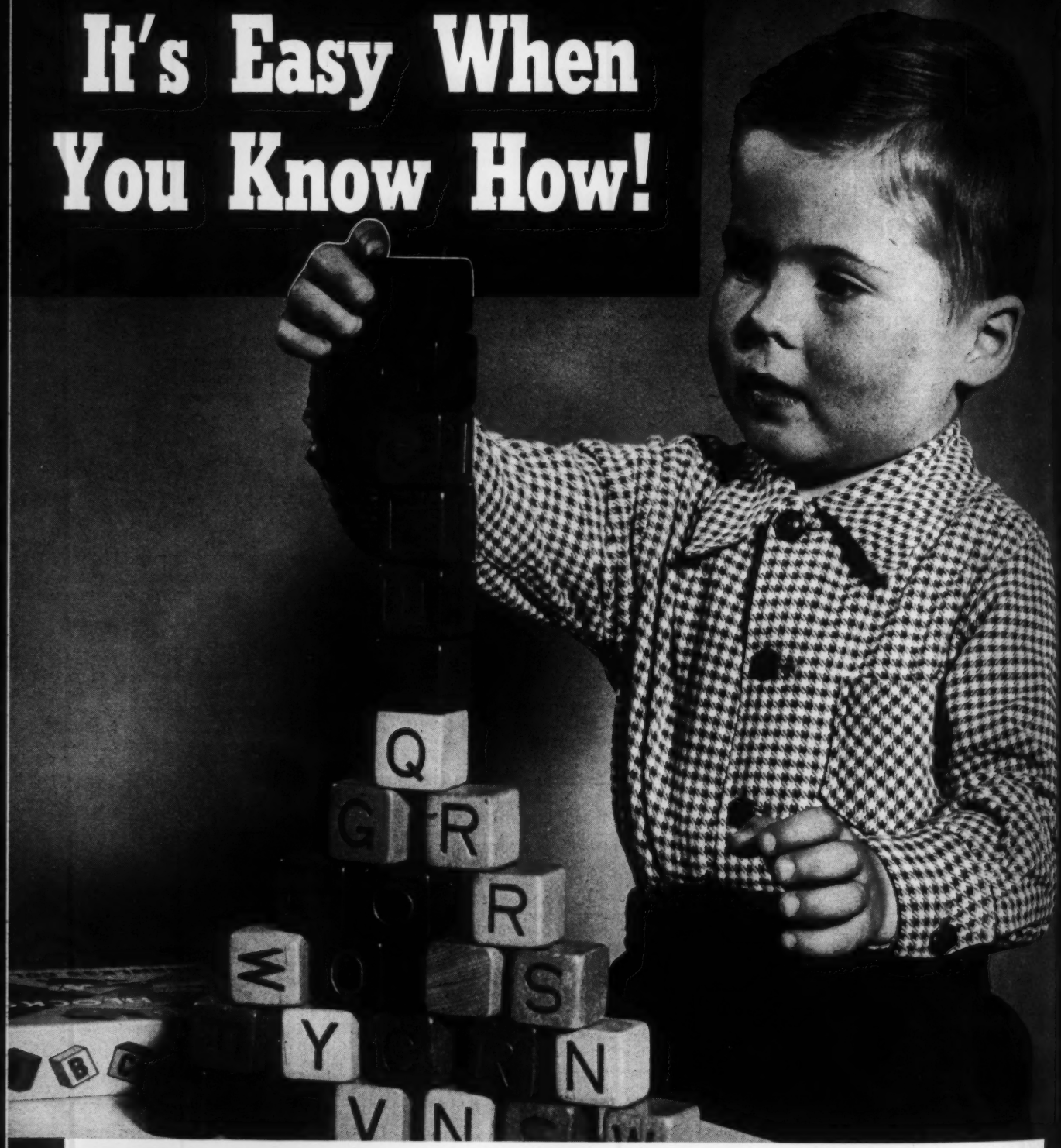
Delinquency Report Coming

SENATE Juvenile Delinquency Subcommittee's long-awaited special report on tv programming as possible factor in juvenile delinquency will be released Friday. Report will make half-dozen major recommendations, it was understood, two of which are for legislation and one for further research by "public and private foundations" to determine effects of tv programming on childhood behavior.

Union Takes Anti-Toll Stand

BLAST at pay tv ended 53d annual convention of California State AF of L at San Diego Friday. Resolution said toll tv would impose economic burden on those least able to afford it, with average family paying estimated $1,156 yearly for shows now free.

It's Easy When You Know How!



MEREDITH
Radio and Television
STATIONS

KANSAS CITY:	**KCMO Radio & KCMO-TV**	The Katz Agency
SYRACUSE:	**WHEN Radio & WHEN-TV**	The Katz Agency
PHOENIX:	**KPHO Radio & KPHO-TV**	The Katz Agency
OMAHA:	**WOW Radio & WOW-TV**	John Blair & Co. and Blair-TV

Affiliated With **Better Homes and Gardens** and **Successful Farming** Magazines

at deadline

Closed-Circuit Tv Stations Planned in 15 Western Areas

PLANS to establish commercial closed-circuit tv "stations" in some 15 communities in western states disclosed to B•T Friday by Irving Kahn, secretary of Trans-Community Television Network Inc., headquartering in Beverly Hills, Calif.

Network affiliation agreements already signed with NBC and DuMont, Mr. Kahn said, and negotiations in progress with ABC and CBS.

"Stations" in each town would originate film and local live shows, sell local spots in addition to national accounts, it was explained. Programs would be fed to subscribers over wire lines, similar to community tv systems, it was said. Plan is similar to project inaugurated by Potomac Valley Television Co. in Cumberland, Md. (see story, page 94).

Installations underway in Douglas, Ariz., and Bishop, Calif., Mr. Kahn said, and company hopes to have six communities wired and operating in two months. Equipment will be RCA, he said. Demonstrations for city councils have been underway using mobile unit.

Firm plans full network rates and local rates, Mr. Kahn said. Home installation charge will vary, but would be about $100 for installation and $3 to $5 monthly for service, he predicted.

Lloyd C. Strite, Los Angeles businessman, is chairman; Jerome L. Doff, attorney, president; Alan Lane, advertising agency, vice president. Mr. Kahn is associated with Mr. Lane.

Several Station Sales Go Up for FCC Approval

APPLICATIONS for FCC approval of sales involving more than $500,000 filed with Commission Friday, including WUSN Charleston, S. C. (see below).

Largest sale involved that of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, both W. Va., by News Publishing Co. (Ohio Valley Broadcasting Co.) to WSTV Inc. for $370,000 [B•T, Aug. 8]. Principals of WSTV Inc. (WSTV-AM-FM-TV Steubenville, Ohio) are Jack N. Berkman and John J. Laux.

News Publishing owns 30% of WTRF-TV Wheeling and publishes *Wheeling Intelligencer* and *News-Register* and other papers.

Aaron B. Robinson, who has interests in seven ams and one tv, is selling WDXL Lexington, Tenn., for $58,850 to nine principals who each will own 11.1%. Among buyers are Neal B. Bunn, secretary-treasurer, who has been WDXL general manager, and Ben Enochs, chief engineer. Mr. Robinson also owns WCMA Corinth, Miss.; WDXE Lawrenceburg, Tenn.; WDXN Clarksville, Tenn. (sole owner); WENK Union City, Tenn., and WTPR Paris, Tenn.

In Humboldt, Tenn., 50% of WIRJ is being sold for $30,000 by Miss Marion Warmath to J. Frank Warmath, who now will be sole owner. Miss Warmath and Mr. Warmath are distant cousins.

WUSN Charleston, S.C., Sold

WUSN Charleston, S. C., sold to Sol Panitz, advertising agency executive in Washington, D. C., and Barry Winton, a former New York City orchestra leader, tv film representative with headquarters in Richmond, Va. Transaction handled through Blackburn-Hamilton Co. Sale price was $110,000.

Buyers are trading as Low Country Broadcasting Co. Management of the station will be under the supervision of Mr. Panitz. J. Drayton Hastie, president-general manager of WUSN, said his organization will continue to operate WUSN-TV. Messrs. Hastie and Grange S. Cuthbert are members of board of purchasing group.

WUSN is a 250-watt MBS affiliate, on 1450 kc.

WGN-TV MOVES UP

NEW 73-ft. antenna for WGN-TV Chicago welded into place Friday atop city's new Prudential Bldg., looking toward improved reception and greater power from new $300,000 50 kw transmitter, to be installed in October. Antenna is 304 ft. higher than present one atop Tribune Tower, extending 914 feet above ground level. Structure built to withstand gales up to 135 miles an hour according to Carl Meyers, director of engineering of WGN Inc. Transmitter expected to be in operation on 40th floor by Thanksgiving Day.

WXEX-TV Petersburg Denies Misrepresenting Location

WXEX-TV Petersburg, Va., Friday denied charges it is misrepresenting itself as Richmond station as alleged by WTVR (TV) Richmond [B•T, Aug. 15]. WXEX-TV told FCC that throughout comparative hearing it represented that it would serve not only Petersburg, but northern sector of service area including Richmond. The Petersburg station said WTVR's petition is "in reality a plea . . . to perpetuate and sustain WTVR monopoly in Richmond."

In reply to other charges, WXEX-TV said Irving Abeloff, vice president and general manager, has resided in Petersburg since September 1953, and not in Richmond. Further, WXEX-TV said, it maintains business-sales staff in Richmond, headquartered at WLEE—which owns 43% of WXEX-TV. For this reason, phone is answered, "WLEE, WXEX-TV," station said.

WXEX-TV (ch. 8) began commercial programming affiliated with NBC Aug. 15. WTVR (ch. 6) is affiliated with CBS and ABC.

UPCOMING

Aug. 23: Assn. for Education in Journalism national convention, Boulder, Colo.

Aug. 24-26: West Coast Electronics Mfrs. Assn. and Los Angeles and San Francisco IRE sections show and convention, San Francisco.

Aug. 25: NARTB Fm Committee, Palmer House, Chicago.

Aug. 27: New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque.

For other Upcomings see page 102

PEOPLE

JERRY MOLFESE, head timebuyer for Ex-Lax Inc. and Tangee Co. at Warwick & Legler, N. Y., has resigned to join H-R Television as account executive. **DON HELLER,** assistant timebuyer at W&L, will succeed Mr. Molfese as timebuyer.

JOHN A. PIEPER, WILY Pittsburgh account executive, appointed sales manager by Ernie Tannen, vice president - general manager. **ERNEST E. BERGER,** recently of KQV Pittsburgh, joins WILY sales staff.

CHARLES F. GOETLING appointed national sales manager for cheese products, Kraft Foods Co., succeeding **CHESTER GREEN,** who becomes general sales manager of company.

Columbia Cuts Color Price; Raytheon Offers New Models

CBS-COLUMBIA is announcing today (Mon.) slash in retail price of nearly 28% on its console color tv set using CBS-Hytron "205" picture tube, which with its 205 sq. in. viewing area is equivalent to monochrome 21-in. tube. Tv and radio receiver division of CBS says move is to "help stimulate interest in color television and to assist in building audience for the ambitious color programming schedule projected for this fall." Color console, model 205C2, formerly retailed at $1,100. New price will be $795.

Raytheon Mfg. Co. introduced color tv 21-inch model that will retail from $795 to $895, designed for mass production. Raytheon also displayed portable radio, priced at $89.95, using small "A" pack battery for about 2,500 hours of playing time. Portable was seen by Henry F. Argento, vice president and general manager, as new concept in radio which will "obsolete plug-in radio as we have known it for 28 years." CBS-Columbia also revealed full line of new black-and-white receivers, featuring 21-inch and 24-inch models and with suggested list prices covering $169.95 to $299.95 range.

NBC Leases N. Y. Theatre

LEASING of Ziegfeld Theatre in New York from Billy Rose for use as color and black-and-white tv studio to be announced shortly by NBC-TV. Network expects to start remodeling in October and have theatre ready for color originations starting fall 1956.

Seattle Tv Permit Deleted

PERMIT for ch. 20 KCTL (TV) Seattle deleted Friday by FCC. Station, licensed to Seattle Construction Co., was dropped for lack of prosecution and is second tv in week deleted (story, page 82). Grant was first made April 7, 1954, and expired last June 7. Number of tv deletions now 149, 119 uhf.

Cobb Heads Am Committee

MEMBERSHIP of new NARTB Am Radio Committee announced Friday by President Harold E. Fellows. Grover C. Cobb, KVGB Great Bend, Kan., named chairman. Other members are:

George Cory, KUBC Montrose, Colo.; William Doerr Jr., WEBR Buffalo; Benedict Gimbel Jr., WIP Philadelphia; Lester L. Gould, WJNC Jacksonville, N. C.; Cecil B. Hoskins, WWNC Asheville, N. C.; James L. Howe, WIRA Fort Pierce, Fla.; Richard O. Lewis, KTAR Phoenix; Lester W. Lindow, WFDF Flint, Mich.; Todd Storz, KOWH Omaha; Owen F. Uridge, WQAM Miami; Jack S. Younts, WEEB Southern Pines, N. C.

Network representatives: Charles T. Ayres, ABC; Charles R. Denny, NBC; Arthur Hull Hayes, CBS; Earl M. Johnson, MBS.

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*Reg. U. S. Patent Office

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IN REVIEW

THE MAN FROM THE SOUTH

NBC stuck its neck out a week ago yesterday and put on a little gem of the bizarre. It had people talking all week.

The talk has been of two kinds—glee that tv has grown up to the point where it can put on a macabre, off-beat play that had a real shocker as its climax, and quizzical unease by the more pragmatic whose attitude was summed up by one viewer with a shocked, "What *is* this?"

The play, on *Cameo Theatre*, was Raold Dahl's "The Man From the South," a twisted fantasy which first appeared in *The New Yorker* magazine. It is about a bet between an American and a European on whether the American's cigarette lighter will work 10 times in a row. The stakes: the American's little finger vs. the European's Cadillac.

This was a talk kind of play—not much action—and it was obvious it was going to be strange from the opening shot showing the American and his wife at the green baize of a roulette table with the European, through a blaze of cigarette smoke, ominous in the background. The rest of the production was—almost—on the same plane.

Actually, and in truth, the story was a little thin for tv. As an example of the grotesque, we can see how it would lend itself to quiet cheers from *New Yorker* stalwarts. But as tv, the story's very queerness was its undoing. It seems to us that radio did, and still does, this sort of thing much better.

That NBC realized it had a fragile piece of story-telling on its hands was obvious when it lured Charles Addams, *New Yorker* cartoonist of the vampire, bats, spider webs, haunted house fame, as narrator. Actually, Mr. Addams, a soft-spoken and common-place looking flesh and blood creature (no ghoul, he), served only to introduce the play and incidentally (or maybe not so incidentally) show some of his cartoons. It was an attempt to set the scene, engender the mood, but, again, it didn't quite come off.

Undoubtedly the one whose portrayal came off best was that of the veteran stage and screen actor Joseph Schildkraut as the man from the south (of France). Perhaps it was his European accent, perhaps it was his makeup (angular facial contours, staring eyes), but he seemed to be the only member of the five-man cast who had the feel of the play.

The climax certainly brought this viewer out of his seat. It showed the wife of the European proclaiming that she had finally bested him in his madness for betting his cars against others' fingers and then reaching with an almost fingerless hand for the car keys. But, again, you never can tell about people; one viewer disgustedly termed it in the most "wretched taste" he had ever witnessed.

He probably isn't a devotee of Edgar Allen Poe, Guy deMaupassant or O. Henry. For those who are, the Aug. 14 experiment must have been a real joy.

Production costs: Approximately $16,000.

Broadcast Aug. 14 as program of the Cameo Theatre *series, NBC-TV, Sun., 10-10:30 p.m., alternately sponsored by Procter & Gamble Co. through Biow-Beirn-Toigo and International Cellucotton Products through Foote, Cone & Belding.*

Cast: Charles Addams, narrator; Joseph Schildkraut, as the Man From the South.

Writer: Raold Dahl; producer-director: Albert McCleery; associate director: Jules Seidman; script editors: Ethel Frank, Peter Kortner; technical director: Harold Platt; set designer: Spencer Davies; lighting: Boris Isaacson.

THE CATHOLIC HOUR

RELIGIOUS programming, on the whole, has no great reputation to maintain. Few people turn to it for entertainment, although a great many do for inspiration.

Whatever the reputation, a new sheen is being added to it with the current series being presented on the *Catholic Hour*. It features the works of contemporary Catholic authors in half-hour dramatizations. The first two of the four Sunday afternoon programs on NBC-TV offer a yardstick to others who would put across their religious point via tv.

The opener—"Hint of an Explanation"—was an intriguing tale of a boy and temptation. It was done in flashbacks, the boy now grown into a man telling the story to a fellow passenger on a train. It told how the boy nearly succumbed to the temptation offer of a magnificent, for the time, toy electric train if he would steal a consecrated communion wafer for the town's freethinker. He resists successfully, and at the end it is revealed that the boy has gone on to become a priest.

It was beautifully done. The story was good—Graham Greene is no slacker as an author. It was fairly simple, didn't require elaborate production and wasn't accorded any. It came through on the strength of the story, the direction and acting.

Unfortunately, the second offering—"Stage of Fools"—fell short of the mark set by the first. It was from Charles Brady's novel of the same name, and dealt with the ideological struggle between Henry VIII and the philosopher and statesman Thomas More, later to be made a saint. The issue here was bigger, involving politics as well as morals. The production again was simply done, but the idea didn't get through.

A virtue of both programs, and presumably of the whole series, is that there is no involved pitch for the church or any arm thereof. At the beginning it says merely that this is the *Catholic Hour*. The story begins and continues straight through without interruption. At the close there is notice of the sponsor, and an address if the viewer wants further information. The viewer gets an entertaining drama, an idea he can accept or dismiss, and no haranguing.

Production costs: Approximately $7,500.
Broadcast on NBC-TV, Sundays, 3-3:30 p.m. EDT.

Aug. 7

Cast: traveling companion, John Stanley; narrator: Francis Bethencourt; Blacker: Basil Howes; David: Robin Michael.

Produced in cooperation with National Council of Catholic Men.

Producer for Council: Richard J. Walsh; producer for NBC: Doris Ann; director: Martin Hoade: script adapted by: Anthony J. Palmerio, taken from story written by Graham Greene.

Aug. 14

Cast: Fool: Dennis Patrick; Thomas More: John Stanley; Cromwell: Ronald Long; Lord Audley: James Millhollan; Ann Bolyn: Iola Lynn

Produced in cooperation with National Council of Catholic Men

Producer for council: Richard J. Walsh; producer for NBC: Doris Ann; director: Martin Hoade; script adapted by: Anthony J. Palmerio, taken from Charles Brady's novel **Stage of Fools**

when Michigan gets football fever...

the BIG GAMES are on the KNORR "BIG 4"

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carries all games played by
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WKHM JACKSON, MICHIGAN
carries all games played by
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carries all games played by
UNIVERSITY OF MICHIGAN and NOTRE DAME

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Oft-Heard Phrase

EDITOR:

Three cheers for your editorial, "Jimmy Isn't Harping Any More" [B•T, Aug. 8].

Mr. Petrillo's "free ride" on network shows has long been a point of protest with us. Your editorial failed to mention transcribed public service programs, however, and I submit that even we independents can't escape the long arm of union free-loading. Some transcribed public service shows, particularly *Here's to Veterans*, contain that oft-heard phrase, ". . . through the cooperation of the American Federation of Musicians, James C. Petrillo, president."

I have even considered cancelling all programs giving such undue credit, but have hesitated to deprive worthwhile public service agencies of free air time. So I have left them in our schedule, muttering all the while that somebody ought to do something. You've done it . . .

Jerry S. Hughes, Prog. Dir.
KMLW Marlin, Tex.

. . . Is Well Deserved

EDITOR:

In regard to your editorial, allow me to put in an unsolicited word for the American Federation of Musicians.

For a long time we have gladly and voluntarily given them credit for the many live music broadcasts on WGMS. The reason is, contrary to the facts supposed in your editorial, that the AF of M—and in our case its Local 161—have been most generous in allowing remote pickups for sustaining broadcasts without payment of extra fees.

The policy of Mr. Petrillo in this respect has been to encourage the growth of good music for cultural purposes . . . Here in Washington, and for hundreds of miles around, school children are able to hear the student concerts of the National Symphony Orchestra in their classrooms due to the broadcasts which the orchestra, WGMS and the union provide free of charge. The WGMS contribution, while a proud one, is small compared to that of the musicians . . .

We do not begrudge the musicians' union its credit line. As a matter of fact, to paraphrase your final sentence, the listening public never had it so good.

M. Robert Rogers, Pres.
WGMS Washington, D. C.

When Not to Broadcast

EDITOR:

Happy to see Chicago radio and television stations have adopted a policy on handling racial disturbance news [B•T, Aug. 1]. WTMJ, WTMJ-TV news department long has had policy of not broadcasting news of racial or other disturbances ("Teen-age gangs") while in progress. In fact, this policy later was written into stations' revised manual of practice dated January 1953.

Jack Krueger, News Editor
WTMJ-AM-TV Milwaukee, Wis.

Radio's Resurgence

EDITOR:

I've read my Aug. 8 issue of B•T and for the third time turned back to pages 10B and C.

Not only is B•T to be complimented for devoting a special issue to Radio's Resurgence, but may I nominate the guy who wrote the copy of this ad for top honors of the year.

It crackles.

Carl Haverlin, Pres.
Broadcast Music Inc., N. Y.

EDITOR:

Just a note to tell you that I think your ad in B•T of Aug. 8 on radio is the best thing we've come across in many moons. I was so impressed with this that I read it at our staff meeting Monday morning and we are making some radio promotion spots out of it. . . .

Walter J. Brown, Pres.
WSPA Spartanburg, S. C.

Doorbell Ringing

EDITOR:

Many thanks for that excellent article on Bache & Co.'s radio activities [B•T, Aug. 8].

Not only were Mr. Harold L. Bache and the other partners delighted to see it—but every spot salesman in the country is ringing my doorbell. . .

Henry Gellermann, Dir.,
Advertising and Public Relations
Bache & Co., New York

American Airlines Radio—1932

EDITOR:

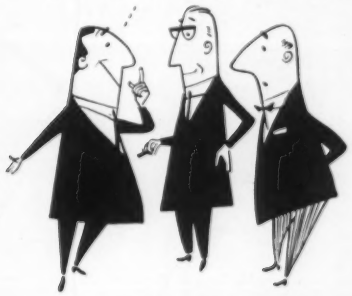
The American Airlines story [B•T, Aug. 1], was well done and most interesting, especially to me, because I wrote the first radio advertising in 1932 that American Airlines ever presented. This show originated at KTAT Fort Worth and went out weekly over the Southwest Broadcasting Co.'s 12 stations (see cut).

Insofar as I know, this was the first radio advertising by any airline . . . I was publicity-continuity director for SBC from '32-'34.

Bert Haling, Pub. Rel.-Adv. Dir.
Great National Life Insurance Co.
Dallas, Texas

American Airlines Radio Programming, Vintage 1932

"Mike Booms"* are important...



*We ought to know . . . ours have been lowered on the nicest people.

But in Louisville...
WHAS-TV Programming pays off!

"GOOD LIVING"
10:00—10:30 A. M.
Monday through Friday
(Market's only live daily homemaker program.)

Are you participating?

VICTOR A. SHOLIS, *Director*
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New York, Chicago, San Francisco
Associated with The Courier-Journal & The Louisville Times

316,000 WATTS
WHAS-TV
Channel 11
LOUISVILLE, KENTUCKY

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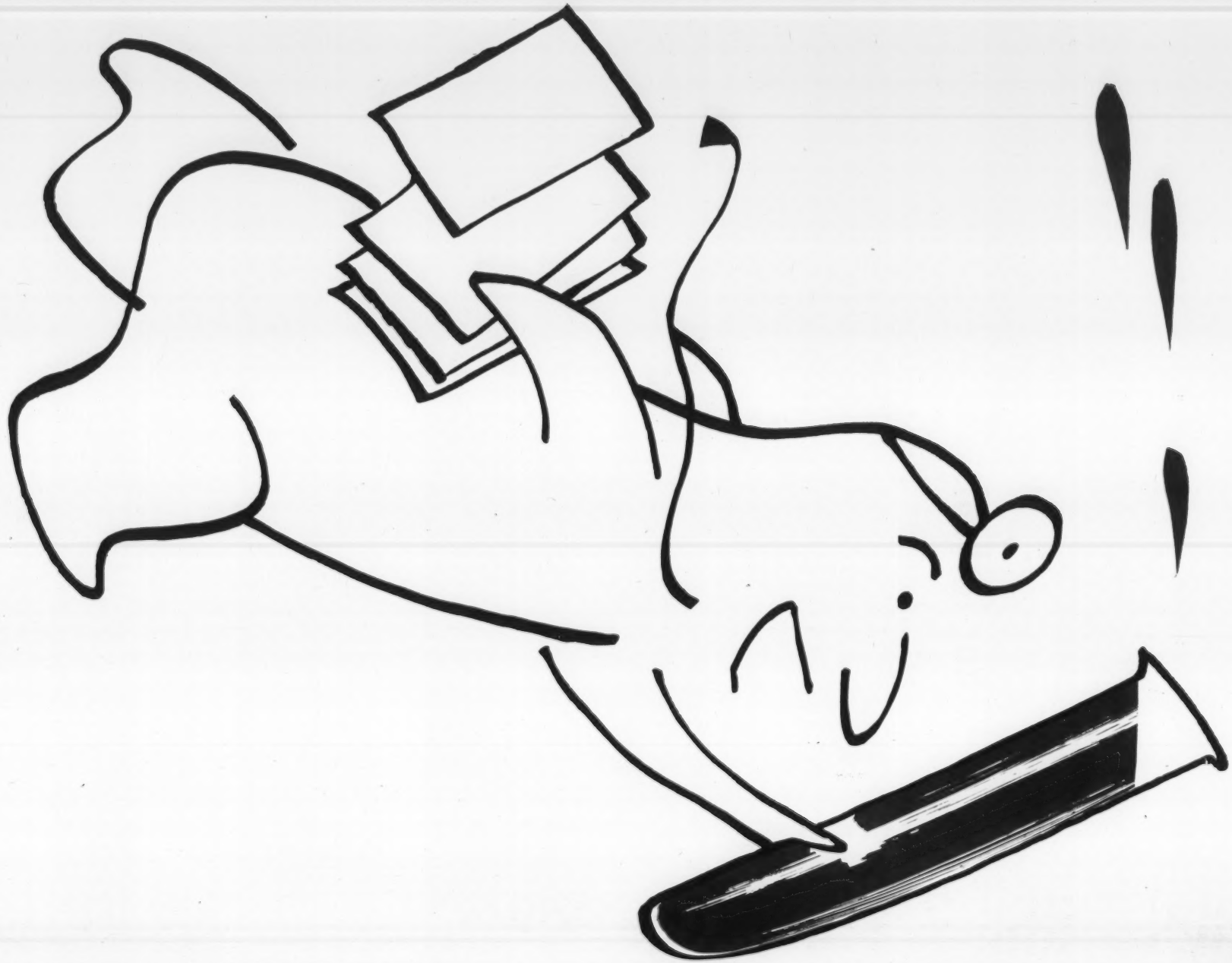


NEW PROOF...

one radio station dominates the Great Lakes area

You'll start to find out about WJR's amazing sales power the minute you put your nose in the revolutionary new report on radio listenership made by Alfred Politz Research, Inc.

Here's a really new method of audience study —qualitative as well as quantitative. It proves that radio stations, like printed media, have circulations—regular, faithful listeners.

Based on an extremely large sample (1,873 interviews) checked around the clock, Politz found that in the Great Lakes market WJR is the constant companion of more people than any other radio station.

In fact, in an average day, 41.4% of all adults specify that WJR is *their* radio station.

That's even more meaningful when you realize that in the parts of four states surveyed by Politz there are 196 other radio stations fighting for listeners.

Politz asked what kind of programs listeners preferred, and what station they chose for their favorite program.

Read this: for comedy, 52% prefer WJR; 47% prefer WJR for drama; for the news, 42% choose WJR; for music (and some other stations are nothing but) 24% choose WJR; 38% prefer the sports news via WJR; and 37% of farm listeners prefer WJR market reports.

Politz didn't stop there. His researchers found that people regard one station as best for "reliability and completeness," for "handling of advertising," "types of programs," for "helpfulness," and in "public spirit." Again, WJR.

That isn't all. The real payoff in station preference and trust came in answer to a question asking what people would do in case of a war rumor. More than 50% said they'd turn on the radio. And 25% of the total said they'd turn on WJR.

Even *that* isn't all. The whole report is *must* reading for anyone concerned with advertising and selling.

For your free copy either write directly to WJR, Detroit 2, Michigan, or your local Henry I. Christal man.

The Great Voice of the Great Lakes

WJR *Detroit*

50,000 Watts CBS Radio Network

Don't wait! Ask today for your free copy. This offer is limited to those who have something to sell in Detroit and the Great Lakes area.

Marchin' through what? Not the traditional cotton fields, because most of them have given way to modern diversified farming, with a tremendous dairy and cattle business building too. And there's a great industrial section here.

Right here in the Macon area alone, there are 175 manufacturing plants employing more than 38,000 persons, providing a livelihood for more than 147,000 citizens. Those citizens, and most of the business people, and the lucky ones who toil not, have plenty of spendin' money these days, because business is really good. They have lots of spare time, which many of them spend watching WMAZ-TV.

How many? Just about everybody with a television set (some 96,000) in Middle Georgia is watching WMAZ-TV these days. Take a look at our last Pulse and you'll see what we mean. All the top fifteen once a week shows, and the top ten multi-weekly shows on Channel 13. And we've added some mighty good ones from CBS, ABC *and* NBC since that survey was made. So folks are probably watching us more than ever now.

So you'd better latch onto the bandwagon and get your share of that spendin' money. Avery-Knodel will give you the word about WMAZ-TV.

Cobb

SOUTHEASTERN BROADCASTING COMPANY

MACON, GA.

our respects

to JOSEPH JOHN HARTIGAN

FOR 30 YEARS Joseph John Hartigan has been imprinting his name indelibly on advertising rolls as one of its top media men.

Today he is senior vice president, media director and executive committee member of Campbell-Ewald Co., an advertising agency with estimated gross broadcast billings in excess of $10 million a year—and one of the few last year to record an increase in radio revenue.

"Service, performance and distribution of the sponsor's dollar for maximum effectiveness" have long been Mr. Hartigan's prime requisites for a radio or tv program. His credo recalls the days when he placed *Musical Moments* on some 600 radio outlets throughout the country for Chevrolet.

Authorities will tell you that Mr. Hartigan "recognized radio" early in his advertising life. Perhaps the best recent example of his belief in the aural medium was the placement for Chevrolet Div. of General Motors Corp. of a bevy of weekend five-minute newscasts on CBS Radio. (Chevrolet also sponsors Dinah Shore on NBC-TV and other shows.)

Among other accounts for which he places radio and television are Goebel beer, Delco batteries (a GM product), United Motors Service, Rheem Mfg. Co., Flagg Bros. shoes and GM Acceptance Corp. Chevrolet (which earmarked $8 million for radio-tv alone the past year) is the "big one," of course.

The story of Mr. Hartigan's 39-year-old advertising career—one that bridges motor cars, accessories, steamboat cruises, adding machines, tires, golf balls, shoes, banking, steel and other products—had its beginning in Chicago amid humble circumstances.

A Chicagoan by birth (April 27, 1899), Joseph John Hartigan was the 13th of 14 children. When their father (John J.) died, the 10 Hartigan boys all pounded newspaper beats, passing along the chores progressively to their younger brothers as they took full-time employment. Despite struggle and toil, young Joseph and seven brothers, along with sister Mary, managed to organize a baseball team (The Hartigan Tigers) and played various amateur teams. The Hartigan club was probably the scourge of any local neighborhood it happened to be playing in at the moment, Mr. Hartigan recalls.

He graduated from Mark Sheridan grammar school in 1912 and St. James High School in 1915. The educational gamut was a slow process, with young Hartigan studying on street cars enroute to his various jobs. While in school, he worked in the *Chicago Tribune*'s classified advertising department and doubled as a "leg" man for editorial from 1910 to 1918, still managing to complete a four-year high school course in three years.

When one of Mr. Hartigan's brothers formed City Circulation Co., a magazine distributing firm, the youth joined him. After high school he still worked nights for the *Tribune* and days as space buyer for Critchfield Adv. Agency.

Mr. Hartigan joined Campbell-Ewald Co. in 1925 as media director and has been there ever since. He was promoted to vice president on March 3, 1931, and to senior vice president in 1950.

Aside from promotions and prestige, the years have brought Mr. Hartigan a number of honors and "firsts." Among the latter: he telephoned the first newspaper advertisement—Detroit-Los Angeles; placed the largest single individual order ever given Curtis Pub. Co. and largest pact with a newspaper chain. And a network executive credits him with placing "the largest single tv contract up to date—for one year."

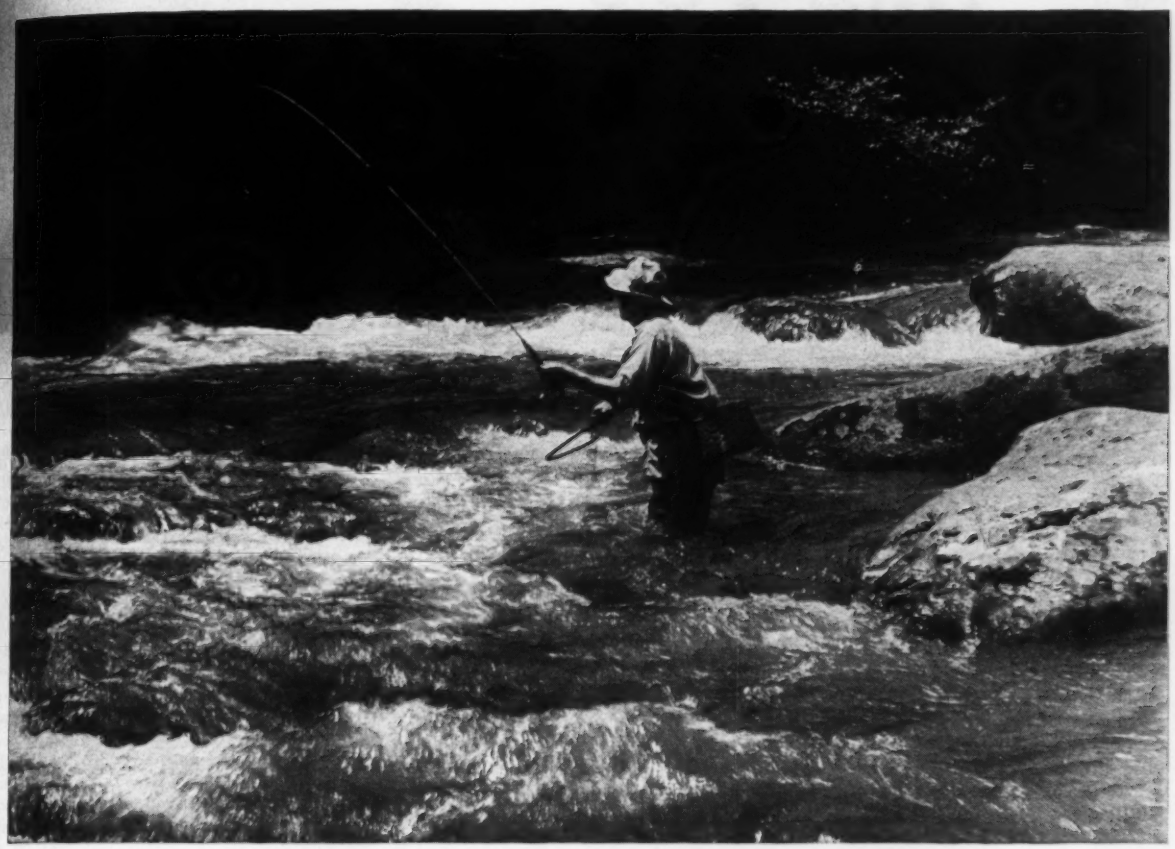
Mr. Hartigan seems to have bridged his liking for Chicago with a rich allegiance for Detroit, where he has been active in various civic, philanthropic and advertising functions (Heart Fund, Red Cross, Community Fund and bond drives). He is former director of Advertising Federation of America (1936-38) and ex-president of the Detroit Adcraft Club.

At present Mr. Hartigan is prominent in the American Assn. of Adv. Agencies (as chairman of the Outdoor and Transportation Committee and ex-officio member of media relations committee). He was AAAA secretary in 1942. He also is director and member of the National Outdoor Adv. Bureau's executive group and director of the Traffic Audit Bureau.

Mr. Hartigan married the former Helen (Bunny) Regner. They have two sons (Joseph John Jr., 28, and John Theodore, 24, and a daughter, Lucille Therese, 21. They maintain a log cabin in Oscoda, Mich. He likes fishing and baseball and is a member of the Detroit Athletic Club, The Players and the Detroit Golf Club.

In baseball Mr. Hartigan has only one allegiance, according to his colleagues—"a consuming admiration for the Chicago White Sox which carries on to the present day in spite of their ups and downs in the American League standings."

WOODLAND-TV is big territory!



The toughest fighters — trout, bass, salmon, tarpon — meet their match in Shakespeare's resilient, glass fiber Wonderod. It's tough, light, rugged; designed to bring in the big ones!

Wherever the fish are biting, you'll find Shakespeare tackle — from WOODLAND, U.S.A.

"Shakespeare" is a name dear to the hearts of fishermen — from Alaska to the Caribbean. And the Shakespeare Company, manufacturers of tackle for both fresh and salt water use, is one of the largest in the industry.

Companies like Shakespeare give Western Michigan industry the kind of diversification that makes for sound prosperity. Many world leaders are located here . . . in Kalamazoo, Battle Creek, Muskegon, Lansing . . . and in the primary trading center of Grand Rapids. This rich area is served by WOOD-TV — which has the 20th highest set coverage in the country. For top sales results, schedule WOOD-TV, Grand Rapids' *only* television station!

WOOD-TV

WOODLAND CENTER
GRAND RAPIDS, MICHIGAN

GRANDWOOD BROADCASTING COMPANY • NBC, BASIC; ABC, SUPPLEMENTARY • ASSOCIATED WITH WFBM-AM AND TV, INDIANAPOLIS, IND.; WFDF, FLINT, MICH.; WTCN-AM AND TV, MINNEAPOLIS, MINN.; WOOD-AM, WOOD-TV, REPRESENTED BY KATZ AGENCY

ARE YOU IN THIS PICTURE?

WSBT-TV SOUTH BEND, IND. 34

BETTER TAKE A CLOSE LOOK AT THIS PICTURE. WE THINK YOU OUGHT TO BE IN IT AND HERE'S WHY . . .

WSBT-TV DOMINATES THE SOUTH BEND MARKET

No other station, UHF or VHF, whose signal reaches the South Bend Market, even comes close to WSBT-TV in share-of-audience. South Bend is a fringe area for Chicago and Kalamazoo TV stations. To illustrate: After WSBT-TV began carrying the Ed Sullivan Show, this program's South Bend audience increased over 300%! Further proof: When WSBT-TV went on the air, set ownership in South Bend jumped from 29% to 80%! (Hooper, Nov., 1954).

WSBT-TV VIEWERS COMPRISE ONE OF AMERICA'S RICHEST MARKETS

South Bend's Metropolitan Area is the Nation's 5th richest in family income. The South Bend-Mishawaka City Corporate Area is Indiana's 2nd largest in income and sales!

WSBT-TV GIVES YOU A BIG, PROSPEROUS 14-COUNTY COVERAGE AREA

Population of the station's coverage area is 814,600 or 248,900 homes. Effective Buying Income . . . $1,342,802,000. An exceedingly important market!

WSBT-TV REACHES 181,953 UHF EQUIPPED SETS

95% of the TV homes in the area are UHF-equipped to receive WSBT-TV.

WSBT-TV CHANNEL 34 SOUTH BEND, IND. CBS DuMont

A CBS BASIC OPTIONAL STATION

ASK PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVES

LEE CURRLIN

on all accounts

AT 31, Lee Currlin, assistant media director of Benton & Bowles, New York, may be young in years, but he is "old" in media experience.

Over the past nine years, he has accumulated a diverse background in advertising media, gained during tenure at three separate advertising agencies. His skill and years of earnest effort were recognized last September when Benton & Bowles promoted him to his present post, encompassing supervision of three time-buyers and two print buyers.

Mr. Currlin, who was born in New York Aug. 6, 1924, attended Hofstra College, Hempstead, L. I., studying business administration, both before and after World War II service with the U. S. Air Force. He enlisted in the Air Force in 1942, and was discharged as a lieutenant (navigator) in 1945. While in the service, Mr. Currlin furthered his education by attending such schools as Louisiana State U., Penn State, Arkansas State College and Oswego State College.

Mr. Currlin confides that it was by chance that he entered the advertising agency field. Like many young men with no specific goal in mind, he was casting about for a temporary job in the summer of 1946 and was offered a post with Kenyon & Eckhardt. Apparently he enjoyed the summer stint because he has remained in the agency field since that time.

In his three years at K & E, he progressed from radio estimator to assistant timebuyer. In 1949, he shifted to William H. Weintraub Co. as timebuyer and left three years later as chief timebuyer. His association with Benton & Bowles dates back to 1952 when he joined the agency's timebuying department.

As assistant media director at the agency, Mr. Currlin is concerned with print and broadcast media purchases for Procter & Gamble's cosmetic products—Prell and Pin-It. On tv, Prell currently sponsors one-half of *This Is Your Life* and part of *Welcome Traveler;* Pin-It, one-half of *Topper* and *America's Greatest Bands.* The agency also uses spot tv for both products, Mr. Currlin said, adding that neither is involved with radio at the present time.

Mr. Currlin is married to the former Helen Leonard of New York. They have an adopted son, Lee Charles, one-year old. The Currlin family makes its home in Valley Stream, L. I.

Mr. Currlin's favorite outside pastime is baseball—strictly from the spectator point of view. He is a rabid New York Giants rooter and as such is waiting for 1956.

does a

make a market?

"Positively, yes", say more than 150 highly-successful national, regional and local advertisers who have used WBTW during the past year.

WBTW, with 316,000 watts on Channel 8, provides quality network and local shows for 1,106,700 potential customers in the 26 Eastern Carolina counties making up its basic service area. Those million potential customers have a billion dollars in effective buying income . . . and fully half of them receive no other Grade "B" television signal.

Check WBTW by your own standards for a productive television budget allocation. Let CBS Television Spot Sales show you how it qualifies in facilities, audience and results.

JEFFERSON STANDARD BROADCASTING COMPANY

NEW RCA

All New Type T

10,000 WATTS

Good Color Performance Depends on These Specifications

- Power Output . . . 1 Watt
- Differential Gain (Linearity) . . . 0.5 db max.
- Differential Phase Distortion (at 3.58 mc) . . . less than 1%.
- Amplitude Frequency Response . . . Flat within 0.3 db 60 cycles to 6 mc.
- Synchronizing Signal Compression . . . Negligible.
- Low Frequency Square Wave Response . . . Less than 1% tilt at 60 cycles.

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.

High-Power MICROWAVE

TVM-1A designed for Color TV

(Best for Monochrome, too)

ERP AT 7000 MC

The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system . . . from color originating equipment to color receivers. Whether you're a monochrome or color user, you will appreciate these special advantages:

HIGH POWER

An increase of 10 in transmitter power and about 3 db in receiver sensitivity offers 20 times the power margin of the popular RCA TTR-TRR series of microwave equipment. This means greater operational reliability with an increased fading margin.

SOUND DIPLEXING

Included in the TVM-1A system is high quality audio channel for the simultaneous transmission of sound along with picture information. This sound channel is well within FCC requirements for a studio-to-transmitter link (STL).

TRANSMITTER AUTOMATIC FREQUENCY CONTROL

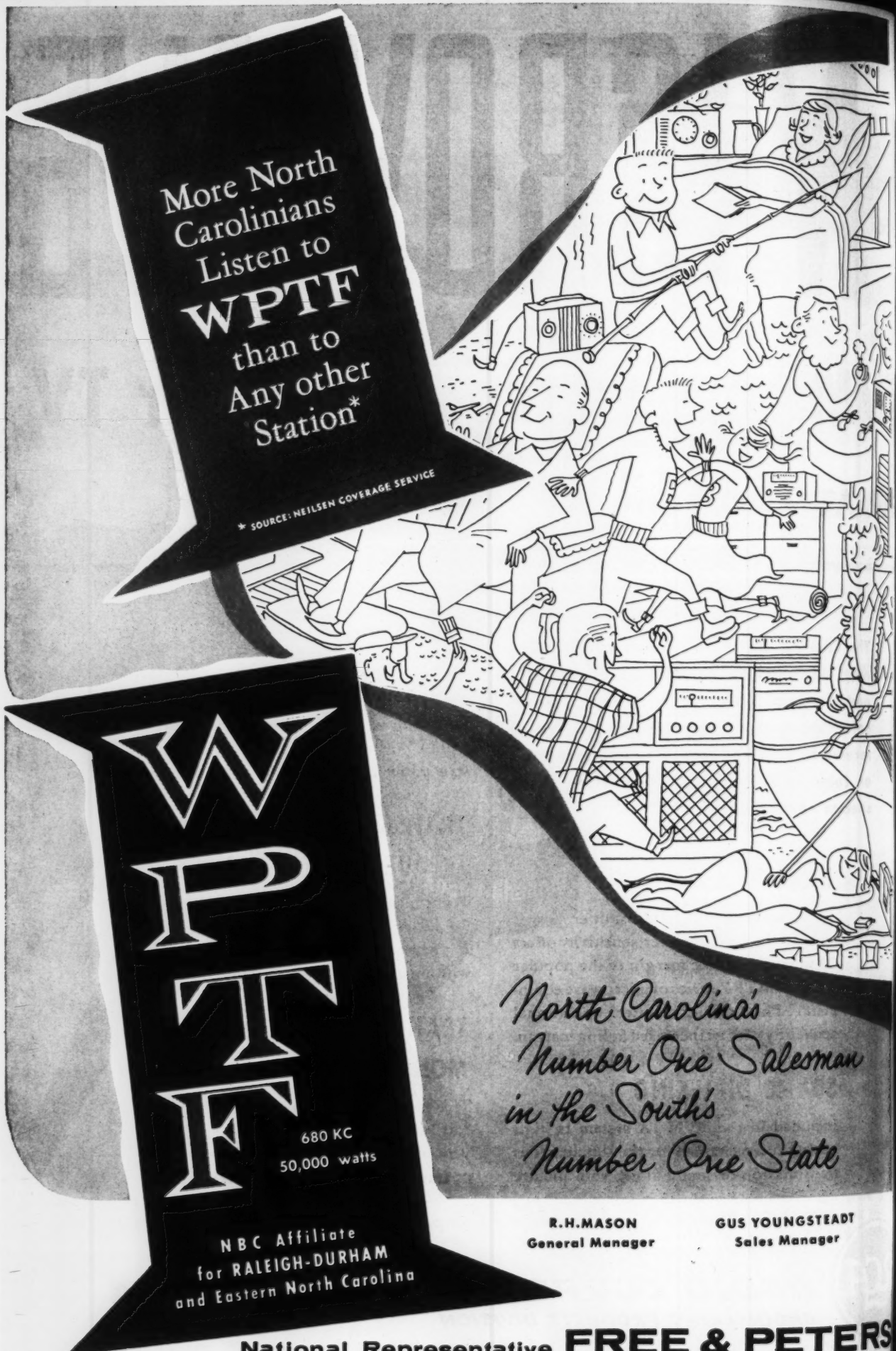
Transmitter AFC offers exceptionally good frequency response and highest stability. It is especially useful in multihop operation with unattended repeater stations.

TRANSMITTER PICTURE MONITORING

This facility assures an actual high quality "air" signal. It simplifies trouble shooting procedures and is also extremely useful in the operation of unattended repeater stations.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DIVISION **CAMDEN, N.J.**


More North Carolinians Listen to WPTF than to Any other Station*
* SOURCE: NEILSEN COVERAGE SERVICE
WPTF
680 KC
50,000 watts
NBC Affiliate
for RALEIGH-DURHAM
and Eastern North Carolina
North Carolina's Number One Salesman in the South's Number One State
R.H. MASON
General Manager
GUS YOUNGSTEADT
Sales Manager
National Representative FREE & PETERS

BROADCASTING TELECASTING

August 22, 1955 Vol. 49, No. 8

WHO'S MAKING THE MONEY IN POST-FREEZE TELEVISION?

- **Major network affiliation is the surest way to profit**
- **Next best guarantee is to be a vhf in a big town**
- **Life is tough for uhfs under the guns of vhf competition**

Complete tables, pages 28 and 29.

IN THE cold light of dollars and cents the story of post-freeze tv—tough sledding for uhf and tough sledding for most stations that don't have major network affiliation—was told last week.

Based on a survey of 272 post-freeze tv stations that were on the air as of July 1, 1954, the FCC's Economics Div. last Friday issued its third financial status report of post-thaw video operations. The survey covered the 10-month period from January through October 1954 and follows another report, released by the Economics Div. in June, which dealt with overall tv revenues [B•T, June 20].

The latter report showed that during 1954 tv income of all stations and network soared to $593 million, 37% above 1953, and that profits before federal income taxes increased to $90.3 million, 33% above 1953.

In last week's analysis of the post-freeze financial picture, these things were conspicuous:

• Whether vhf or uhf, NBC or CBS affiliation was the key to success.

• Profit-wise, uhf showed up poorly when it competed with vhf.

• Profits were larger in cities with larger populations. An analysis of this was made only in the case of vhf.

Of the 272 stations surveyed, 266 reported their financial positions—144 vhf and 122 uhf. Reporting a continuing profit were 52 v's and only 18 u's. Losses were reported by 92 v's, although 50 of these showed a profit in one or more months at the end of the survey period. In the case of uhf, 104 had a loss, with 15 showing profit at the close of the period.

A footnote to the overall profit and loss picture was that 31 of the 89 u's that showed continual losses had suspended operations by June 4, 1955. In the case of vhf, one had suspended out of the 42 that showed continual losses.

The average monthly loss for vhf was $8,750 and for uhf $8,260.

The importance of NBC and CBS affiliation was dramatically emphasized in these figures. Of the 52 v's showing an overall profit, 46 were affiliated with NBC or CBS. In uhf, 14 of the 18 profit stations were affiliated with those networks.

Network affiliation was tabulated for those stations that carried more than 7½ hours per week, based on the sample week Oct. 10, 1954.

Of the vhf stations that reported either an overall profit or a monthly profit by October, 83 were affiliated with NBC or CBS, with 29 showing average monthly revenues of over $50,000 and three with revenues of less than $10,000.

In the case of uhf, 26 stations showing either an overall or monthly profit were affiliated with NBC or CBS. Of the 26, seven had average monthly earnings of over $50,000.

Networks notwithstanding, 102 vhf stations showed either an overall or monthly profit, 31 of these taking in average monthly revenues of over $50,000 and six with less than $10,000.

GAIN AND LOSS

Table I

THIRD SURVEY OF POST-FREEZE TV STATIONS

[Covering Period January thru October 1954]

	Vhf	Uhf	Total
A. Post-Freeze Tv Stations in Survey. (Total in operation 7-1-54)	148	124	272
B. Total stations Reporting	144	122	266
C. No. Reporting Profit During 10-Month Period, January thru October 1954	52	18	70
D. No. Reporting Loss for Same Period:			
1. But reporting profitable operation in 1 or more months at end of period	50	15	65
2. With continuing monthly losses during period	42	89	131
(a) operating as of June 4, 1955	41	58	99
(b) Ceased operating by June 4, 1955	1	31	32

Table 1A>

POST-FREEZE TV STATIONS WITH CONTINUING MONTHLY LOSSES DURING PERIOD JANUARY - OCTOBER 1954

Average Monthly Loss During 10-Month Period:	Vhf	Uhf	Total
Under $5,000	7	14	21
$5,000 - $10,000	18	23	41
$10,000 - $20,000	12	12	24
Over $20,000	4	9	13
Total	41	58	99
Median Monthly Loss	$8,750	$8,260	$8,460

In uhf, 33 reported either an overall or monthly profit, eight with average monthly revenues of over $50,000 and two with less than $10,000.

What happens when v meets v or v meets u? The results are telling in both cases.

In areas where a uhf competes with two or more v's, only 10 showed an overall or monthly profit; one of these had average monthly revenues of over $50,000. Continuing losses were reported by 24 u's. In markets where a u competes with one v, 11 reported some profit, three of these taking in over $50,000 average monthly revenues. Continuing losses were reported by 28. And where a u has no vhf competition, 12 showed profit, four with average revenues of over $50,000. Only six had continuing losses.

Either overall or monthly profit was reported by 30 v's that compete in markets with two or more other v's. Of these, 13 had average monthly revenues of over $50,000, and one had less than $10,000. Continuing losses were reported by 14.

In markets where a v competes with one other v, 39 showed some profit, 15 of these with average monthly revenues of over $50,000 and three taking in less than $10,000. Losses were reported by 16.

Profits were reported by 33 v's in markets where there is no other vhf competition. Of these, three had average monthly revenues of over $50,000 and 11 showed continuing losses.

Percentagewise, 68% of the vhf stations showed a profit when faced with competition from two or more other v's, as compared with 29% for uhf under the same conditions. When one other vhf is in the market, 71% of the v's showed a profit while only 28% of the u's reported a profit.

When there is no threat of other vhf competition, 75% of the v's and 67% of the u's reported a profit.

About 90% of the v's showed a profit of over $30,000, with or without competition, with 75% of the u's showing a similar profit. Profits of between $20,000 and $30,000 were reported by 56% of the v's, the same for the u's.

In the less than $20,000 category, 49% of the v's showed profits, with or without competition, and 12% of the u's.

In the case of vhf, the combination of large population and NBC or CBS affiliation proved highly successful.

In metropolitan areas of 175,000 and over, 36 stations showed a profit, 33 of which were affiliated with NBC or CBS, with 22 having average monthly revenues of over $50,000.

In areas of between 75,000 and 175,000 population, 23 showed profits, with 22 of these affiliated with a major network. Of the 22, five had average monthly revenues of over $50,000.

Markets with populations of under 75,000 had 28 stations affiliated with NBC or CBS showing a profit, two of these with revenues of over $50,000. Another 15 stations in this population category showed a profit but none with top average monthly revenues.

The financial report was prepared by Hy Goldin, chief, and James Sheridan, assistant chief of the Economics Div.

THE FACTS AND FIGURES OF

Table 2

POST-FREEZE TELEVISION STATIONS

Type of Station	Network Programs Carried	January thru October 1954: Profitable Overall	Monthly Profit By October 1954[1]	Losses thru October 1954	Total
		[Number of Stations]			
VHF	- NBC - CBS*	46	37	18	101
	- All other	6	13	23	42
	Subtotal	(52)	(50)	(41)	(143)
UHF	- NBC - CBS*	14	12	16	42
	- All other	4	3	42	49
	Subtotal	(18)	(15)	(58)	(91)

* Stations carrying network programs of NBC, CBS (or both) in excess of 7½ hours per week (based on week of October 10, 1954).

[1] Stations reporting overall loss for the 10-month period but reporting profitable operation in October or in October and one or more earlier months (see Table 1).

Table 3

VHF POST-FREEZE TELEVISION STATIONS

Average Monthly Revenues	STATIONS WITH: Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	31	4	35
$40,000 - $50,000	13	2	15
$30,000 - $40,000	21	1	22
$20,000 - $30,000	17	13	30
$10,000 - $20,000	14	16	30
Less than $10,000	6	5	11
Total	102	41	143

Table 4

UHF POST-FREEZE TELEVISION STATIONS

Average Monthly Revenues	STATIONS WITH: Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	8	—	8
$40,000 - $50,000	3	1	4
$30,000 - $40,000	7	5	12
$20,000 - $30,000	9	7	16
$10,000 - $20,000	4	18	22
Less than $10,000	2	27	29
Total	33	58	91

Table 5

VHF POST-FREEZE TELEVISION STATIONS

Average Monthly Revenues	NBC - CBS: Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total	All Other: Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	29	1	30	2	3	5
$40,000 - $50,000	13	2	15	—	—	—
$30,000 - $40,000	18	1	19	3	—	3
$20,000 - $30,000	15	9	24	2	4	6
$10,000 - $20,000	5	5	10	9	11	20
Less than $10,000	3	—	3	3	5	8
Total	83	18	101	19	23	42

Table 6

UHF POST-FREEZE TELEVISION STATIONS

Average Monthly Revenues	NBC - CBS: Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total	All Other: Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	7	—	7	1	—	1
$40,000 - $50,000	3	1	4	—	—	—
$30,000 - $40,000	6	1	7	1	4	5
$20,000 - $30,000	7	6	13	2	1	3
$10,000 - $20,000	3	5	8	1	13	14
Less than $10,000	—	3	3	2	24	26
Total	26	16	42	7	42	49

Table 7

VHF POST-FREEZE TELEVISION STATIONS

VHF STATIONS WHOSE AREA IS SERVED BY TWO OR MORE OTHER VHF STATIONS

Average Monthly Revenues	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	13	2	15
$40,000 - $50,000	2	—	2
$30,000 - $40,000	7	—	7
$20,000 - $30,000	4	7	11
$10,000 - $20,000	3	4	7
Less than $10,000	1	1	2
Total	30	14	44

Table 8

VHF POST-FREEZE TELEVISION STATIONS

VHF STATIONS WHOSE AREA IS SERVED BY ONE OTHER VHF STATION

Average Monthly Revenues	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	15	2	17
$40,000 - $50,000	5	1	6
$30,000 - $40,000	8	1	9
$20,000 - $30,000	5	4	9
$10,000 - $20,000	3	7	10
Less than $10,000	3	1	4
Total	39	16	55

Table 9

VHF POST-FREEZE TELEVISION STATIONS

VHF STATIONS WHOSE AREA IS SERVED BY NO OTHER VHF STATIONS

Average Monthly Revenues	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	3	—	3
$40,000 - $50,000	6	1	7
$30,000 - $40,000	6	—	6
$20,000 - $30,000	8	2	10
$10,000 - $20,000	8	5	13
Less than $10,000	2	3	5
Total	33	11	44

POST-FREEZE TV OPERATION

Table 10

UHF POST-FREEZE TELEVISION STATIONS

UHF STATIONS WHOSE AREA IS SERVED BY TWO OR MORE VHF STATIONS

Average Monthly Revenues	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	1	—	1
$40,000 - $50,000	1	—	1
$30,000 - $40,000	3	1	4
$20,000 - $30,000	3	2	5
$10,000 - $20,000	1	9	10
Less than $10,000	1	12	13
Total	10	24	34

Table 11

UHF POST-FREEZE TELEVISION STATIONS

UHF STATIONS WHOSE AREA IS SERVED BY ONE VHF STATION

Average Monthly Revenues	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	3	—	3
$40,000 - $50,000	1	—	1
$30,000 - $40,000	1	4	5
$20,000 - $30,000	3	3	6
$10,000 - $20,000	2	8	10
Less than $10,000	1	13	14
Total	11	28	39

Table 12

UHF POST-FREEZE TELEVISION STATIONS

UHF STATIONS WHOSE AREA IS SERVED BY NO VHF STATIONS

Average Monthly Revenues	Profit Overall or Monthly Profit By October 1954	Continuing Losses thru October 1954	Total
Over $50,000	4	—	4
$40,000 - $50,000	1	1	2
$30,000 - $40,000	3	—	3
$20,000 - $30,000	3	2	5
$10,000 - $20,000	1	1	2
Less than $10,000	—	2	2
Total	12	6	18

Table 13

VHF POST-FREEZE TELEVISION STATIONS

PER CENT OF TOTAL VHF STATIONS WITHIN EACH GROUP THAT WERE PROFITABLE OVERALL OR SHOWING MONTHLY PROFITS BY OCTOBER 1954

Average Monthly Revenues	Number of Other Vhf Stations Serving Area: 2 or More	One	None	All Groups
Over $30,000	92%	87%	94%	90%
$20,000 - $30,000	36%	55%	80%	56%
Less than $20,000	44%	43%	55%	49%
All Stations	68%	71%	75%	71%

Table 14

UHF POST-FREEZE TELEVISION STATIONS

PER CENT OF TOTAL UHF STATIONS WITHIN EACH GROUP THAT WERE PROFITABLE OVERALL OR SHOWING MONTHLY PROFITS BY OCTOBER 1954

Average Monthly Revenues	Number of Vhf Stations Serving Area: 2 or More	One	None	Total
Over $30,000	83%	55%	89%	75%
$20,000 - $30,000	60%	50%	60%	56%
Less than $20,000	9%	12%	25%	12%
All Stations	29%	28%	67%	36%

Table 15

VHF POST-FREEZE TELEVISION STATIONS

Average Monthly Revenues [1]	POPULATION OF METROPOLITAN AREA: 175,000 and Over — NBC-CBS* Profit Group [2]	NBC-CBS* Loss Group	All Other Profit Group	All Other Loss Group	75,000 - 175,000 — NBC-CBS Profit Group	NBC-CBS Loss Group	All Other Profit Group	All Other Loss Group	Under 75,000 — NBC-CBS Profit Group	NBC-CBS Loss Group	All Other Profit Group	All Other Loss Group
Over $50,000	22	—	2	3	5	1	—	—	2	—	—	—
$40,000 - $50,000	2	—	—	—	7	1	—	—	4	1	—	—
$30,000 - $40,000	6	1	1	—	8	—	—	—	4	—	2	—
$20,000 - $30,000	1	1	—	1	2	6	—	1	12	2	2	2
$10,000 - $20,000	1	—	—	1	—	1	1	2	4	4	8	8
Less than $10,000	1	—	—	—	—	—	—	1	2	—	3	4
Totals	33	2	3	5	22	9	1	4	28	7	15	14

* Stations carrying network programs of NBC, CBS (or both) in excess of 7½ hours per week (based on week of October 10, 1954).

[1] During period January thru October 1954.

[2] Includes stations reporting profit overall for period and stations reporting overall loss for period but reporting profit in October or October and one or more earlier months (see Table 1, Group D-1).

HOW MANY HOMES HAVE TV? UNCLE SAM SAYS 32 MILLION

That oft-dreamed-of figure, an authentic total of U. S. television sets, came a lot closer last week when the Census Bureau reported its estimate—67% of the nation's households. It gives the industry something concrete to go on, and will prove a bonanza to the advertiser who wants to know who can see his commercial.

IT'S OFFICIAL: 32 million households, 67% of the U. S., have one or more tv sets. So says the U. S. Census Bureau, which last week released the first government estimate of set circulation since television became a national medium.

On the strength of this figure an authentic industry estimate of county-by-county television circulation may be in the making. The television air will be cleared of its statistical confusion by the end of the year, if this proposed industry effort to reduce national data to local proportions can be worked out.

As G. Maxwell Ule, research vice president of Kenyon & Eckhardt, put it, "A true picture of the present television situation has been given." Mr. Ule is chairman of the Advertising Research Foundation's working committee on ratings standards [B•T, Aug. 1; Dec. 27, 1954]. And Hugh M. Beville, NBC director of research and planning, called it "the best estimate we've had in a long time."

What the Census Bureau estimate did not show, however, was a breakdown on another 6.7 million tv sets that had been delivered by factories to U. S. dealers.

As of July 1, the number of tv set deliveries by factories totaled 38,762,535, according to Radio-Electronics-Tv Mfrs. Assn. (see story this page). Where are the missing 6.7 million receivers?

Substantial numbers of these sets are being looked at by above-average size groups in clubs, taverns, a quarter-million hotel and motel rooms, public schools, colleges, churches, restaurants and other public and semi-public places. Another 2.4 million are sitting on store shelves or resting in distributors' warehouses. Many old sets have been discarded.

And somewhere between a half-million and 1¼ million of them are being used every day in homes having more than one television receiver. This figure at the moment is an elastic one. Within a month the Census Bureau promises to produce an estimate of multiple-set television homes.

Pending this government compilation, another figure will be announced shortly by American Research Bureau.

On the basis of a nationwide survey covering 17,600 homes, ARB will say that 4.3% of the nation's television homes have two or more television sets in use.

Market Research Corp. of America announced its own tv figures last week. These showed that 68% of all U. S. families had tv as of July 1955 (see story page 31).

The U. S. announcement of estimated total tv circulation was issued jointly by the Census Bureau and Advertising Research Foundation, marking an historic development in the history of television. The government bureau had conducted a count of tv sets in April 1950 during the decennial census, coming up with a figure of 12.3% tv home saturation or a total of 5.1 million tv homes.

In the five-year interim the U. S., aided by lifting of the FCC freeze, increased its tv-home ratio from 12.3% to 67% saturation.

And since June, when the newest Census Bureau figure was compiled, RETMA factories have turned out 700,000 sets and U. S. families have bought 500,000 sets.

While media history was made last week, the agencies and advertisers that spend media money are still anxious to get county-by-county figures bearing an official aura. There's little chance of such a government figure before the 1960 U. S. Census, apparently, but industry sources will supply carefully calculated figures in the meantime.

Advertising Research Foundation, a cooperative media-advertiser-agency organization, is anxious to promote compilation of a county circulation table of tv households. An ARF group will meet Aug. 31 in New York to ponder the possibility of taking the new census figures and all other available data—government and industry—and using it as a basis for county television circulation estimates.

What media and advertising groups have in mind is a wrap-up of all available statistical resources, including the current Census Bureau county-by-county figures on farm television homes; privately compiled state, county and city data; Census Bureau data soon to be released showing a breakdown of the June 1955 figures by four regions of the U. S., along with urbanization breakdowns and multiple-set homes; Census Bureau figures showing number of households by counties (1950), with possible industry projections; metropolitan area data showing tv circulation on the basis of industry sampling; RETMA data on factory shipments to dealers (see story below), and a group of set-junking and correction factors to be applied to each county and city. Thrown into this statistical pot will be data on size of households and latest manufacturing and factory shipment figures.

At NARTB field tests are being conducted on methodology for what is expected to result in continuing county-city television circulation data. These figures have been in the working stage for a couple of years, the association working on the theory that any private industry figures must be professionally developed and relatively foolproof.

NARTB, the tv networks and Television Bureau of Advertising underwrote cost of the Census Bureau's June study showing 67% tv home saturation. The bureau added a question to its June Current Population Survey in which 25,000 households were surveyed. The surveys are designed mainly to produce employment and income data. They cover 230 areas, or 455 counties and cities, with between 20,000 to 22,000 surveys completed out of the 25,000 total.

A second Census Bureau television figure will be compiled within four or five months, financed by the same industry sources.

The bureau's 67% saturation and 32 million

TV MAKERS DELIVER 39.5 MILLION SETS

TELEVISION manufacturers have delivered 39.5 million receivers to dealers and distributors since 1946, when postwar set production started, according to figures supplied B•T by Radio-Electronics-Tv Mfrs. Assn.

This RETMA total is based on an official announcement that 38,762,535 sets had been delivered by factories as of last July 1. In the meantime an estimated 700,000 sets have moved off factory platforms into dealers' hands.

RETMA found that 3,084,717 tv sets were shipped during the first six months of 1955 compared to 2,667,603 in the same 1954 period. June shipments totaled 407,087 sets compared to 348,181 in May and 297,505 in June 1954.

A breakdown showing the total number of tv sets delivered to states (not an accurate factor for tv state circulation estimates) follows:

State	6 months 1955	Total 1946-July 1, 1955
Alabama	55,072	416,761
Arizona	17,299	141,224
Arkansas	36,884	216,746
California	257,209	3,387,128
Colorado	22,411	253,790
Connecticut	41,115	676,701
Delaware	6,430	115,275
District of Columbia	31,400	382,574
Florida	105,008	659,191
Georgia	68,413	627,577
Idaho	13,121	83,416
Illinois	166,254	2,654,001
Indiana	77,387	1,106,819
Iowa	43,354	608,471
Kansas	40,710	350,933
Kentucky	53,127	480,532
Louisiana	69,806	460,970
Maine	28,143	199,440
Maryland	42,355	674,158
Massachusetts	84,172	1,532,235
Michigan	122,063	1,804,376
Minnesota	49,242	622,404
Mississippi	29,549	176,500
Missouri	81,938	1,000,599
Montana	9,227	48,623
Nebraska	24,807	303,683
Nevada	4,232	24,892
New Hampshire	11,016	131,858
New Jersey	98,043	1,762,896
New Mexico	10,961	77,729
New York	299,913	5,054,213
North Carolina	82,950	638,037
North Dakota	9,873	66,609
Ohio	153,946	2,746,924
Oklahoma	46,059	458,608
Oregon	40,546	259,022
Pennsylvania	190,012	3,302,869
Rhode Island	14,216	244,097
South Carolina	47,494	272,962
South Dakota	10,030	59,183
Tennessee	65,307	527,081
Texas	186,941	1,553,185
Utah	11,895	168,119
Vermont	9,798	62,420
Virginia	55,702	612,198
Washington	53,547	546,276
West Virginia	32,812	330,545
Wisconsin	62,270	786,739
Wyoming	2,877	18,088
U. S. TOTAL	3,071,906	38,688,677
Alaska	4,590	10,086
Hawaii	8,221	63,772
GRAND TOTAL	3,084,717	38,762,535

tv homes figures are subject to an approximate 1% error. According to the bureau, there is one chance in three that the tv home estimate is wrong anywhere between 66-68% saturation.

There is only one chance in 20 of error if the tv circulation estimate lies in the 65-69% range, according to the bureau.

Looking at it another way, there is only one chance in 20 that the total number of tv homes does not lie between 31,360,000 and 32,640,000 homes.

But these estimates are based on application of the 67% tv saturation figure to a Census Bureau estimate of 47,788,000 U. S. households as of April 1955.

Actually, a more up-to-date estimate of U. S. households for June 1955 would be 47,977,000 instead of 47,788,000.

Applying the 67% saturation figure to the April households (47,788,000) produces 32,017,960 tv households as against 32,144,590 tv households for June 1955 would be 47,977,000 households is used. In view of the approximate 1% error factor, however, this difference is not deemed important by statisticians.

Several private proposals to measure tv circulation by cities and counties are in the works. ARB, headed by James W. Seiler, has tentatively proposed to the tv networks to compile such figures next summer on the basis of 500,000 personal interviews. This would cost an estimated $1.2 million, Mr. Seiler told B•T. He plans to submit a more detailed proposal in a fortnight. Standard Audit & Measurement Service has invited reaction to a similar type of measurement and A. C. Nielsen Co. is known to have put out feelers.

In announcing to subscribers the U. S. findings, A. W. Lehman, ARF managing director, promised a somewhat more detailed report in September. He said it will provide "detailed information on the tv status of households, multiple-set tv households and tv sets in the U. S." He recalled that last November an analysis of national radio-tv conditions had been supplied by ARF on the basis of May 1954 findings [B•T, Nov. 1, 1954].

In Public Interest

Mr. Lehman said the new figures mark "the first time that the U. S. Census Bureau has added any questions to its Current Population Survey at the request of a non-government agency. It did so in the belief that such information would be in the general public interest, would fill an industrywide need, and because the request came from a non-profit organization representing an entire industry."

Financing the study, as well as the upcoming study, were ABC, CBS, NARTB, NBC and TvB.

Text of the Census Bureau's announcement of its tv findings follows:

"More than six times as many households had television sets in June 1955 than in April 1950, according to the results of a survey of the United States recently conducted by the Bureau of the Census. About 32 million, or 67% of the households enumerated in June had one or more television sets, whereas in 1950, the first time that a question on television was included in a census of housing, there were about five million households with television sets, or 12% of the total.

"The current information on television sets was obtained in conjunction with the June 1955 enumeration of the Current Population Survey. The information was obtained at the request of the Advertising Research Foundation. More detailed analysis of the results of this survey will be released in the near future."

Be It Ever So Humble

WHAT is a household? According to the U. S. Census Bureau it is officially defined this way: "A household includes all of the persons who occupy a house, an apartment or other group of rooms, or a room, that constitutes a dwelling unit. Quasi-households, such as groups of persons living in institutions, hotels, and large rooming houses, are not counted as households."

TV SET CIRCULATION 68% OF U. S.—MRC

Market Research Corp. bases findings on 5,800-family panel. Figure is 1% greater than that found by U. S. Census.

SIXTY-EIGHT percent of U. S. families have tv receivers, as of July 1955, according to Market Research Corp. of America. Based on its continuing reports covering a 5,800-family panel, MRC found increases in almost all market categories with the most market increases occurring during the last 12 months in small towns and rural communities. The figure compares with a 67% tv household saturation figure compiled by the U. S. Census Bureau as of latter June (see story page 30).

MRC broke down its tv family figures this way:

PERCENT OF FAMILIES IN EACH GROUP WITH TELEVISION SETS

	Oct. '54	*July '55*
UNITED STATES TOTAL	61%	68%
Regions:		
Northeast	78%	85%
South	42	54
North Central	64	70
Mountain & Southwest	42	52
Pacific	61	66
City Size:		
Farm	31%	43%
Under 2,500	44	56
2,500 to 50,000	42	53
50,000 to 500,000	67	75
500,000 and Over	83	87
Total Family Income:		
Upper Fourth	71%	81%
Next Fourth	68	76
Next Fourth	62	69
Lowest Fourth	44	48
Education of Family Head:		
Grade School	53%	62%
High School	68	75
College	66	73
Size of Families:		
1 and 2 Members	51%	59%
3 Members	68	73
4 and 5 Members	71	78
6 Members and Over	57	66
Age of Housewife:		
Under 35 Years	68%	75%
35 Thru 44 Years	69	74
45 Years and Over	52	61
Presence of Children:		
5 Years and Under	68%	75%
6-12 Years	68	76
13-20 Years	61	71
No Children	53	61

EX-LAX CAMPAIGN LEADS SPOT BUYING

Others who will launch spot radio and/or tv campaigns within next two months include Monticello Drug Co., Monarch Wine Co., Musterole Co., Knouse Foods and Kiwi.

EX-LAX Inc., New York, is preparing a gigantic spot announcement radio campaign breaking early in September on more than 700 stations, leading nearly a half-dozen other advertisers in spot radio and television buys last week.

Other advertisers include: Monticello Drug Co., Monarch Wine Co., Musterole, Knouse Foods and Kiwi shoe polish.

Ex-Lax breaks its spot announcement campaign on about 700 radio stations and in a few television markets effective Sept. 5. Plans encompass a six-week campaign followed by a two-week hiatus and then another six-week campaign. Warwick & Legler, New York, is agency.

Monticello Drug Co., Jacksonville, Fla. (666 cold preparation), starts its annual spot campaign on 150 radio stations on Oct. 3, to continue for 22 weeks. As the weather gets colder the frequency on each station steps up from as much as three times a week to 10 times a week. Charles W. Hoyt, New York, is agency.

Musterole Co., Cleveland (cold remedy), effective Oct. 17 starts a radio spot campaign for 20 weeks on 29 stations. Erwin, Wasey & Co., New York, is agency.

Monarch Wine Co., New York, will start its annual fall campaign on Oct. 2 in about 130 radio and 75 tv markets. Contracts run for 13 to 26 weeks in tv and 13 weeks in radio. Agency is Emil Mogul Co., New York.

Knouse Foods, Peach Glenn, Pa. (Lucky Leaf brand), is buying three stations in Pennsylvania on Sept. 14 for a 14-week radio spot announcement campaign to promote its pie-filling and juices. Knouse agency is N. W. Ayer & Son, New York.

Kiwi Polish Co., Philadelphia (Kiwi shoe polish), begins a radio and television station identification campaign in 20 markets on Sept. 5. Contracts run for 13 weeks. Geyer Inc., New York, is agency.

IDEAL TOYS DETAILS TV PROMOTION DRIVE

IDEAL TOY Corp., New York, last week announced details of its $375,000 television campaign [B•T, March 21, April 11], which spokesmen said will be "the largest single media advertising expenditure in toy industry history."

Starting Sept. 11, for 13 weeks, Ideal will sponsor a 15-minute segment of *Winky Dink* (CBS-TV, Sunday, 12 noon-12:30 p.m.) on 60 stations; from late October to Christmas it will participate in *Romper Room* locally in 23 cities; on Thanksgiving Day, in cooperation with NBC, it will present Macy's annual Thanksgiving Day Parade on more than 80 NBC-TV stations.

Benjamin F. Michtom, board chairman, said tv was selected because "it is the perfect medium combining the action, sound and play appeal of toys; it is the perfect medium to reach the pre-school child under six, the age group that receives more than 50% of the toys made

Free Spots to Win

AN ADVERTISER can win a free 13-week spot announcement schedule (one spot a day, Monday-Friday, best available time) and $250 cash in a contest being conducted by WBTV (TV) Charlotte, N. C. The ch. 3 station, nearing a half-million set count, will award the prizes to the one who guesses closest to the day, hour and minute this month that the 500,000th set will be sold. Entries are limited to one per person, but agencies or firms may submit up to 33, symbolic of the year WBT, radio companion to WBTV, went on the air. Entries, which must include the product to be advertised, should be addressed to "Set Count, WBTV Charlotte, N. C." The contest closes Aug. 31 and the winner will be announced on Sept. 12.

by Ideal; and the impact of tv is the most dynamic sales influence on the American scene today."

The company has also lined up spot announcements or give-away prize presentations on various network and local shows including Pinky Lee, Art Linkletter, Tennessee Ernie, Dave Garroway and local programs in 40 major cities.

Ideal toys are also included in the American Toy Promotion and Toy Guidance Council campaigns on television [B•T, Aug. 15]. The company has more than 25 toys based on tv personalities, officials announced last week. Included are Pinky Lee, J. Fred Muggs, Phoebe B. Beebe, Jack Webb, Hopalong Cassidy, Howdy Doody, Clarabell, Roy Rogers, the Campbell Kids, Betty Crocker, Rin Tin Tin, Winky Dink, Dennis the Menace, Joe Palooka and Davy Crockett.

To aid its retailers, Ideal has produced a "Tv Timetable" promotion kit to show local dealers how to tie-in point of sale ads with toys shown on tv.

Grey Adv. is the agency.

Live vs. Film Popularity Tested in Survey by Trendex

FINDINGS of a two-part survey conducted by Trendex on live vs. film tv shows were announced last week by that company. In part one, questions were asked of the home viewer at the time the call was made. Part two consisted of asking people not viewing at the time of the call whether they had seen one or more of six popular programs. If the answer was yes, they were asked whether the show was live or film. Results showed that the majority correctly identified the production as being live or on film.

In the first section of the survey, Trendex said, 70.8% correctly identified the show as live or film, 9.7% gave wrong identifications, and 19.5% did not know. Preference for live tv was expressed by 51.8% while 6.0% preferred film and 42.2% had no preference.

Answers as to why a viewer preferred live tv included clearer pictures, more realistic effect, more interesting, and better plays, with clarity of picture chosen by 33.3% as the chief reason for the preference.

Of those polled 30% selected better scenery as the reason for their preference for film with 21% giving a more finished production for their likings and 13% stating more action was the reason they preferred watching a show on film.

WOULD PAY TV BE SPONSORED, TOO?

Cinema editors hear industry spokesmen say that it probably would. Participants: agencymen Don Belding, movieman Mervyn LeRoy, toll tv proponent Paul MacNamara and free television advocate Dr. Dallas Smythe.

ALTHOUGH many pay-as-you-see television proponents have emphasized that their system would free the viewer from commercials, a seminar of industry spokesmen in Hollywood last week disclosed the belief that toll tv probably would have commercials and sponsored programs too.

Held before a meeting of the American Cinema Editors in Hollywood Monday night, the panel disclosed views that:

(1) Top talent now in free tv would soon be lured to share the box office "jackpot" inherent in the pay system; (2) present free tv advertisers, once their prime hours were taken over by toll tv and audience circulation fell off, would swing to printed media and radio; (3) hard-sell advertisers, such as soap firms, might sponsor toll-tv shows on which they placed commercials and concurrently merchandise their soap and the show by distributing "slugs" to pay for the program in their product, and (4) viewers would be obliged to subsidize minor league ball teams through the coin box in order to watch major league games on their pay-tv sets.

The panel was composed of two neutral members, Don Belding, chairman of the executive committee of Foote, Cone & Belding, and Warner Bros. producer-director Mervyn LeRoy, plus pay-tv proponent Paul MacNamara, vice president of International Telemeter Corp., and free-tv proponent Dallas Smythe, director of the Institute of Communication, U. of Illinois. Dr. Smythe is economic advisor to the Joint Committee Against Toll Tv, which is opposing subscription tv before the FCC.

Mr. MacNamara admitted his firm has been "silent" on the question of commercials on toll tv, indicating that the policy question has not been resolved. He said pay tv will not be a substitute for free tv. Rather, he explained, pay tv will take only a part of the broadcast hours and will present programs which presently are not available.

The Telemeter executive said pay tv will effect an improvement in present programming, bring major sports events back to the home screen, put first-run movies in the home and enable more stations to operate throughout the U. S., thereby expanding coverage. He explained pay-tv would permit movie distribution costs to be reduced from the present 85% of box office to about 40%, thus increasing the producer's share of the box office and boosting creative incentive.

Dr. Smythe attacked Mr. MacNamara's stand by noting pay tv cannot exist with "creative" programming for minority audiences and noted Telemeter's brief before FCC said subscription tv would require mass audience to be economically practical. He said Zenith "was even more blunt about it." Dr. Smythe said the lure of the home box office in pay tv would drive top talent and management out of free television and the patent factors in pay tv would result in an acute monopoly situation.

THIS PANEL debated the pay-tv puzzler before American Cinema Editors in Hollywood last week. At left is film editor-moderator William Murphy. Standing is ACE president Richard Cahoon. Mr. Belding and Mr. LeRoy took the neutral side; Mr. MacNamara and Dr. Smythe argued for and against, respectively.

The free-tv advocate pointed out that wide-screen movies are not adaptable to tv anyway and said sports are available "in reasonable abundance" now. The present system constantly is obtaining better programs, Dr. Smythe added, citing General Teleradio's recent acquisition of RKO Radio Pictures Inc.

The Warner Bros. producer indicated Telemeter's pay-tv experiment as a wired system in Palm Springs, Calif., was a flop as far as he was concerned. He said some films he paid 80¢ to see on his home set the company should have paid him $1.60 to watch.

Mr. Belding observed "the basic economic structure of the U. S. is competition. Toll tv has every right to exploit television, but the people will make the ultimate decision, not the government." He said that under the fundamental American concept, toll tv has every right to exist if it can.

The agency executive foresaw toll tv serving to collect the annual fund drive of Red Cross

WHO's Farm Director,

HERB PLAMBECK

gets behind the

IRON CURTAIN!

YOU'VE been hearing about the twelve American farm experts who are now touring Russia, while twelve Russian farmers study American agriculture in Iowa.

We of WHO are tremendously proud that our own Herb Plambeck was chosen as the *only* radio farm news man to accompany the American delegation to Russia. He's taking pictures and making on-the-spot recordings. You will be able to hear these on WHO. His material will be available to NBC, ABC, CBS, MBS, Clear Channel Broadcasting Service and the U. S. Department of Agriculture.

You can imagine the pressure that must have been used by every sort of medium, for representation on this trip. *Why was Herb selected?* Because, in addition to being the favorite farm commentator in America's most productive farm area, he was recommended by the U. S. Department of Argiculture and by the nation's three largest farm organizations — The American Farm Bureau Federation, the National Grange and the National Farmers' Union (also by the National Association of Radio and TV Farm Directors, and other groups).

Herb's Russian tour is a tremendous "plus" for WHO listeners *and advertisers*. It's the sort of "plus" you always expect — AND GET — from Iowa's most important station.

NBC Affiliate

FREE & PETERS, INC., National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

MAXIMUM POWER . . . MAXIMUM TOWER
HEIGHT . . . IN THE RICH MARKET OF

RICHMOND

PETERSBURG AND CENTRAL VIRGINIA

WXEX-TV covers all the rich heart of Central Virginia. Its tower is 1049 ft. above sea level—the maximum height allowed. It's 943 ft. above average terrain—more than 100 ft. higher than any station serving the Richmond market. And WXEX-TV has maximum power—316 KW.

So you just can't cover more land area or more TV families with any other station! You can get the whole exciting story of this new basic NBC-TV station for Richmond, Petersburg and Central Virginia from your Forjoe man.

WXEX-TV

Basic NBC-TV Network – Channel 8

Tom Tinsley, President — Irvin G. Abeloff, Vice-President

Represented by Forjoe & Co.

and similar agencies in one program via the home coin box, but felt the pay system would hurt the lower income groups who have so little to spend on entertainment. He was in agreement with Dr. Smythe that pay tv would force talent and management out of free tv and supported Mr. LeRoy's view that better movies are Hollywood's panacea, not toll tv.

Mr. Belding said tv advertising is costly, but on the basis of mass audience, the per home cost is small, about 6/10th of a cent or two or three cents, depending on rating and circulation. For this reason, he didn't think toll tv could distribute the advertising message any cheaper, but at another point in the discussion he emphasized that should toll tv be authorized, advertisers "would take a good look" at it.

He cited the view of a Colgate executive who said that firm was considering distribution of coin box "slugs" in its products for use on Colgate-sponsored toll-tv shows, should that prove workable. "The housewife who bought the Colgate product could see the show free," he related, "while the housewife across the street would have to pay for it and watch the commercials besides."

'Playhouse' Segment Acquired by Alcoa

ALUMINUM Co. of America, which has been looking for another network buy since it dropped the Tuesday night *See It Now* show on CBS-TV, signed a contract last Tuesday to sponsor alternate Sundays of the *Philco Television Playhouse* on NBC-TV. Philco will drop the series, which it sponsored weekly beginning in 1948 and on alternate weeks since 1951, after the Oct. 2 presentation. Goodyear Tire & Rubber Co., through Young & Rubicam, continues as alternate sponsor.

Philco Corp. announced it is negotiating for an entirely new type television presentation of spectacular proportions to replace the *Playhouse*. All details of the new show to be sponsored by Philco, including program techniques, must be worked out before a formal announcement is made, according to Raymond B. George, vice president of merchandising. Meanwhile, Philco will sponsor the 90-minute live telecast of the coronation of "Miss America of 1956" from Atlantic City Sept. 10, 10:30 p.m.-midnight on ABC-TV, for the second successive year.

According to George H. Frey, vice president in charge of tv network sales for NBC, Alcoa has been a "member of the NBC family" for two years and was a charter advertiser on NBC-TV's *Home* show. Alcoa's drama series will start Oct. 16.

Hutchins Adv. Corp., New York, is agency for Philco. Fuller & Smith & Ross, New York, is agency for Alcoa.

Linguaphone to Underwrite 'State of the Nation' Series

TO HELP promote world understanding through knowledge of foreign languages, the Linguaphone Institute is underwriting production costs for *State of the Nation* radio program on Mutual, starting yesterday (Sunday). The program, which formerly was underwritten by Facts Forum, is produced by Hardy Burt, who also is moderator. On each week's program, Linguaphone will describe its World Understanding contest, providing for prizes, including two round-trips to Europe and free Linguaphone scholarships in 34 languages.

IS THAT VIDEO PICTURE BEING WASTED?

TO THE average American housewife is daytime television a visual medium or is it treated as "radio," that is, heard but not seen?

Indicated in a study completed by a graduate student at Ohio State U., Columbus, Ohio, is that "a considerable proportion of all women television listeners give little or no attention to the pictures on the television screen, but listen to the audio portion of the program in the same divided-attention manner as that in which they listen to programs on radio, particularly during the daytime and during early evening hours."

The survey was made last Feb. 23 and 24 of Columbus, Ohio, "television listening" by Joseph M. Ripley Jr., a graduate student in radio-tv programming at Ohio State U.'s department of speech.

Among his findings:

• Throughout the day, tv sets are in use in a relatively high proportion of homes in which a member of the family is at home and available to listen (nearly a fourth of such homes during the daytime, and more than half of such homes at night). But only a small proportion of housewives who listen to tv actually give "relatively full attention" to the tv program—about one-third during the daytime and one-half between the hours of 6-10 p.m.

• At least 40% of all women listeners to tv programs during the daytime and 20% at night are not even in the same room with the tv set in use.

• Type of household activity in which the housewife is engaged at any given time has a definite influence on the likelihood that she will be listening to or watching a tv program.

• Proportion of "relatively high attention" listeners was found "reasonably constant" during daytime with the highest average level of attention at 2-4 p.m. and lowest average level of attention between 4-6 p.m. After 6 p.m., women's attention still remains relatively low for first two hours and then reaches a peak in the 8-10 p.m. period.

• Type of program to which the housewife is "listening" on tv has a direct relationship to the level of attention which she is likely to give to the program.

In his report, Mr. Ripley qualifies the survey as having been made of only one city—Columbus, which he describes as "a reasonably typical tv market, with a metropolitan area population of more than 500,000" and with three commercial vhf stations. Of telephone homes reached in the study, he says, 90.8% had tv receivers.

Mr. Ripley also notes that the interviewing days were "ordinary" both from standpoint of tv programs (no program "specials" offered) and of weather. Information was asked on the use of any tv or radio set at the time the call was completed and whether or not there were any children under 13 "at home and awake" at the time. If the respondent was a woman, she also was asked if she was "doing anything else" besides listening to radio or tv, and if listening to tv, whether she was in the same room with the set or in a different room when the phone rang. Telephone calls attempted, he records, totaled 7,970, of which 4,779 were completed with 4,064 women reached and asked for information on tv interviewing.

Mr. Ripley found that during 8-10 a.m., 11.7% of homes using tv sets had children under 13 years of age compared to 5% for homes with no children. Other comparisons (with the homes with children given first): 10-12 a.m., 27.6%, 13.9%; 12-2 p.m., 19.2%, 12.1%; 2-4 p.m., 24.2%, 14.8%; 4-6 p.m., 28.8%, 9%; 6-8 p.m., 46.4%, 30.8%; 8-10 p.m., 57.8%, 53.8%.

While quite noticeable differences were found in tv use as to homes with or without children, no similar situation was found in the extent of use of radio, with the daytime sets-in-use figure for radio almost exactly the same in homes with or without children under 13 years of age, according to Mr. Ripley.

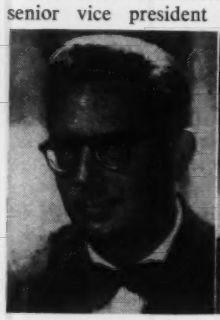
GOOD DUTY for these Madison Ave. men came last week when they went to Washington for the WWDC-sponsored Miss Washington contest. Here they're shown with the winner, Judith Dunkle. L to r: Walter Bowe, Sullivan, Stauffer, Colwell & Bayles; MacDonald Dunbar, Ted Bates; Art McCoy, John Blair & Co. (station representative); Thomas Glynn, J. Walter Thompson, and Lou Faust, also of John Blair. The agencymen were judges; the representatives chaperones to the agencymen.

REEVES TO HEAD BATES CO. BOARD

Rosser Reeves succeeds late Tom Harrington as board chairman in realignment at agency. John M. Lyden elected senior vice president. Three others advance.

ROSSER REEVES, vice chairman of the board of Ted Bates & Co., has been named chairman of the board of the agency, William H. Kearns, president, announced last week. Mr. Reeves succeeds the late Tom Harrington.

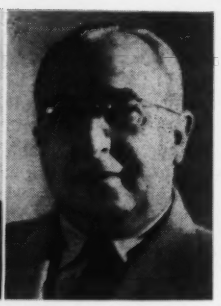
The board also elected John M. Lyden as a senior vice president and Archibald McG. Foster as vice president and account supervisor on the Brown & Williamson Tobacco Corp. account. Thomas J. Carnese, vice president and general manager, was named a member of the executive committee, and Howard O. Andersen, assistant vice president, was named administrative assistant to the executive committee.



MR. REEVES

MR. LYDEN

MR. FOSTER



MR. CARNESE

Domino to Use 50 Tv Markets To Introduce New Sugar Line

AMERICAN Sugar Refining Co., New York (Domino sugar), will use 50 television markets in addition to print media to introduce its newest product, Domino Confectioners 10X Powdered sugar. The campaign will be placed in major metropolitan areas, starting in October and running for eight weeks.

The firm has distribution in 37 states. In addition to the advertising campaign in television and newspapers, Domino is supplying retailers with merchandising aids.

Confectioners 10X Powdered sugar is the second important new product that American Sugar has announced this summer. Domino's Instant Superfine sugar, for iced drinks, fruits and cereals, was placed on the market last month.

Ted Bates & Co., New York, is the agency for American Sugar.

LATEST RATINGS

NIELSEN

Top 10 Television Programs
Two Weeks Ending July 23
Number of Tv Homes Reached

Rank	Program	Homes (000)
1	64,000 Dollar Question (CBS)	13,423
2	Toast of the Town (CBS)	9,967
3	Disneyland (ABC)	9,370
4	Lux Theater (NBC)	9,106
5	Dateline Disneyland (ABC)	9,051
6	I've Got a Secret (CBS)	8,633
7	Dragnet (NBC)	8,535
8	Ford Theater (NBC)	8,442
9	Undercurrent (CBS) (Brown & Williamson Tobacco)	8,317
10	Robt Montgomery (Warner) (NBC)	8,281

Percent of Tv Homes Reached
Program Station Basis

Rank	Program	Homes %
1	64,000 Dollar Question (CBS)	41.1
2	Toast of the Town (CBS)	30.5
3	Dateline Disneyland (ABC)	29.9
4	Lux Theater (NBC)	29.0
5	Disneyland (ABC)	28.3
6	I've Got a Secret (CBS)	26.4
7	Spotlight Playhouse (CBS) (S. C. Johnson & Son)	26.2
8	Dragnet (NBC)	25.7
9	Ford Theater (NBC)	25.7
10	Robt Montgomery (Warner) (NBC)	25.7

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

Top 10 Spot Programs**
June 25-July 1, 1955

	Name of Program	% Tv Homes	Tv Homes (000's)	Cities
1	I Led Three Lives (Ziv)	20.0	6,343	133
2	Liberace (Guild)	19.1	5,290	118
3	Badge 714 (NBC Film)	18.5	4,441	135
4	Mayor of the Town (MCA-TV)	18.2	3,064	50
5	Ellery Queen (TPA)	17.8	2,158	41
6	Eddie Cantor (Ziv)	17.6	5,469	133
7	Man Behind the Badge (MCA-TV)	17.4	2,684	46
8	Kit Carson (MCA-TV)	17.3	879	36
9	Annie Oakley (CBS Film)	16.7	3,714	56
10	Science Fiction Theatre (Ziv)	16.6	4,241	92

**Appearing in a minimum of 20 markets.

Copyright Videodex Inc.

TRENDEX

Top 10 Tv Programs
Aug. 1-7

Rank	Program	Rating
1	$64,000 Question (CBS)	29.4
2	I've Got a Secret (CBS)	18.9
3	Toast of the Town (CBS)	17.1
4	Two for the Money (CBS)	14.8
5	GE Theatre (CBS)	14.7
6	Robert Montgomery (NBC)	14.5
7	What's My Line? (CBS)	13.5
8	Talent Scouts (CBS)	13.0
9	Lux Video Theatre (NBC)	14.3
10	Ford Theatre (NBC)	14.6

PULSE

Top 20 Regularly Scheduled Once-a-Week Shows

		Rating July	Rating June
1	$64,000 Question (CBS) Tues.	35.1	
2	Toast of The Town (CBS) Sun.	34.6	34.8
3	Dragnet (NBC) Thurs.	31.4	35.6
4	This Is Your Life (NBC) Wed.	28.6	30.1
5	Best of Groucho (NBC) Thurs.	26.8	25.4
6	Lux Video Theatre (NBC) Thurs.	26.7	27.0
7	I've Got A Secret (CBS) Wed.	25.8	26.2
8	Two For The Money (CBS) Sat.	25.6	27.5
9	Ford Theatre (NBC) Thurs.	24.7	26.0
10	Godfrey's Talent Scouts (CBS) Mon.	23.7	26.5
11	GE Theatre (CBS) Sun.	22.7	26.0
12	Robert Montgomery (NBC) Mon.	22.7	
13	Burns & Allen (CBS) Mon.	22.4	26.0
14	Disneyland (ABC) Wed.	22.2	23.7
15	What's My Line? (CBS) Sun.	21.7	23.8
16	America's Greatest Bands (CBS) Sat.	21.0	
17	Godfrey & His Friends (CBS) Wed.	21.0	
18	Four Star Playhouse (CBS) Thurs.	20.4	
19	Tv Playhouse (NBC) Sun.	20.4	
20	Millionaire (CBS) Wed.	19.9	

Top 10 Regularly Scheduled Multi-Weekly Shows

		Rating July	Rating June
1	Howdy Doody (NBC) Mon.-Fri.	12.7	13.2
2	Guiding Light (CBS) Mon.-Fri.	11.6	12.2
3	Search For Tomorrow (CBS) Mon.-Fri.	11.4	12.4
4	Dinah Shore (NBC) Tue., Thu.	11.2	11.6
5	Love of Life (CBS) Mon.-Fri.	11.1	11.5
6	Pinky Lee (NBC) Mon.-Fri.	10.9	12.3
7	Arthur Godfrey (CBS) Mon.-Thu.	10.6	11.5
8	CBS News (CBS) Mon.-Fri.	10.4	
9	News Caravan (NBC) Mon.-Fri.	10.4	12.4
10	Big Payoff (CBS) Mon.-Fri.	10.2	

McCann-Erickson's Falasca To ANPA Promotion Post

APPOINTMENT of Edward A. Falasca, copy chief in the sales promotion department of McCann-Erickson Inc., as director of promotion for the Bureau of Advertising, American Newspaper Publishers Assn., New York, was announced last week by Harold S. Barnes, director of the bureau. Mr. Falasca at M-E worked on such accounts as the Chrysler Corp., Schenley Distillers, CBS Radio, Congoleum-Nairn, Mennen Co., Nestle, National Biscuit Co., Atlas Tires & Batteries and Esso Standard Oil Co. He also was formerly associated with WKIP Poughkeepsie, N. Y., as chief announcer.

American Research Bureau Hires Kaufman, Ridgeway

THE American Research Bureau has added Herbert S. Kaufman and Rupert R. Ridgeway to its executive staff at College Park, Md. Mr. Kaufman will head the special projects section and Mr. Ridgeway will be in charge of production of all regular ARB reports.

Mr. Kaufman is a graduate of Indiana U. with two years of post-graduate work in marketing research at the U. of Miami. For the past two years he has been in Army counter intelligence. Mr. Ridgeway, a graduate of Whittier College, Whittier, Calif., has just completed three years in the Navy. Prior to that, he worked with Northrup Aircraft and Tele-Que, the west coast tv audience survey organization which has joined forces with ARB.

Celanese Names Jane Wallace

APPOINTMENT of Jane Wallace as director of advertising and promotion of the Textile Div. of the Celanese Corp. of America, New York, was announced last week. Mrs. Wallace has been with the company since 1949 when she joined Celanese as assistant to the director of advertising. In 1953, she became coordinator of advertising and promotion for the Textile Div. She will be responsible for directing the identification program, product publicity, school relations and the newly created market liaison and retail relations department of the division.

MRS. WALLACE

D-F-S Establishes Creative Review Board

A NEW Creative Review Board has been set up by Dancer-Fitzgerald-Sample Inc. It will be headed by Lawrence D'Aloise, vice president, who has been appointed creative director of the agency.

In addition to Mr. D'Aloise, executives from D-F-S' New York office on the board are: Marjorie Greenbaum, vice president; Walter Mead, vice president; Frank Riggio, vice president; William A. Irwin, vice president; Norman Mathews, vice president of the radio and television commercial production department (member of review board on all radio and tv projects), and Warren Krey.

MR. D'ALOISE

Messrs. Irwin and Krey were appointed to new positions. Mr. Irwin becomes director of art and Mr. Krey coordinator of creative activity.

Also serving on the board are Frances Kennedy, vice president in charge of creative work at D-F-S' Chicago office and Dexter Glunz, vice president in charge of creative work at D-F-S' San Francisco office.

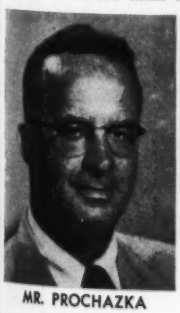
The agency has operated a creative committee for many years. The new board, according to D-F-S, will further emphasize this activity and will have invested in it all responsibility for the agency's creative work.

Black, Prochazka, Thomas Named Benton & Bowles V.P.'s

APPOINTMENT of three new vice presidents of Benton & Bowles, New York, were announced last week. Named were: James Black, account supervisor; Otto Prochazka, creative supervisor, and Austin A. Thomas, business manager of the art department and supervisor of production and traffic.

MR. BLACK

Mr. Black has been with the company since March 1953 and before that was associated with William Weintraub & Co. agency and Ford Motor Co. Mr. Prochazka, associated with the firm since August 1954, had been with Anderson & Cairns and Ruthrauff & Ryan agencies. Mr. Thomas has been with Benton & Bowles for more than 14 years.



MR. PROCHAZKA

MR. THOMAS

THE SIX candidates for Miss Rheingold of 1956 stand beside official Rheingold photographer Paul Hesse as station, agency and brewery officials give tips on how to give station breaks on WMGM New York. The girls ask listeners to vote for their favorite as Miss Rheingold of 1956. Seated (l to r): Peter M. Bardach, radio-tv timebuyer, Foote, Cone & Belding; Robert Weenolsen, Rheingold account executive in charge of radio-tv, Foote, Cone & Belding; Eleanore Nolan, assistant advertising manager, Liebmann Breweries, and Arthur Tolchin, director of WMGM. The hopefuls are (l to r) Gretchen Foster, Maggie Pierce, Hillie Merritt, Myrna Fahey, Carol Toby and Jeryl Johnson.

Nylon Yarn Maker Sets 50-Market Tv Spot Drive

A SPOT CAMPAIGN will be launched in more than 50 tv markets on Sept. 26 by Deering, Milliken & Co. on behalf of its Agilon stretch nylon yarn, the Television Bureau of Advertising announced in New York last week.

TvB said the one-minute spot campaign is designed to popularize the nylon stocking product made by Deering, Milliken, which in the past has been a heavy user of magazines.

The spot commercials, produced by the Amos Parrish Agency, promote the new yarn's stretch that permits both seamless and full fashioned hosiery, a development that the manufacturer believes can revolutionize the hosiery field. The spots also will be used in a training film that will advise the firm's sales people of the promotion campaign.

Frigidaire Names Kudner For Appliance Accounts

FRIGIDAIRE DIV. of General Motors, which has been with Foote, Cone & Belding two decades, has named Kudner Agency, New York, to handle its major appliance advertising, it was announced last week by Mason Roberts, General Motors vice president and Frigidaire general manager. Frigidaire's commercial air conditioning and refrigeration advertising will continue to be handled by Kircher, Helton & Collett, Dayton, agency appointed to this phase in June of this year.

'Ads, Women & Boxtops' Published in Book Form

EXPANDED version of a series of articles which ran last year in B•T under the title of *Ads, Women and Boxtops,* was published in book form last week by Printers' Ink Books, Pleasantville, N. Y.

The series and the book, also titled *Ads, Women and Boxtops,* were written by Duane Jones, president of the Duane Jones Co., as told to Mark Larkin. The purpose of the 128-page volume is to serve primarily as a "how to" book for all concerned with package products in the food and drug fields, including manufacturers, distributors, advertisers, merchandisers, sellers and consumers.

Mr. Jones, called the "boxtop king," long has advocated air coverage as the quickest and most economical way of building a mass market. He incorporates into the book many case histories of products that were marketed successfully through the use of radio and television.

Priced at $3 per copy, *Ads, Women and Boxtops* is available at local bookstores or may be obtained from the publishers.

American Finance Conference Hits Car Dealers' 'Bait' Ads

"BAIT" advertising by automobile dealers in radio-tv and newspapers has been scored by the American Finance Conference in its current newsletter distributed to some 35,000 dealers.

Among practices cited by the national association of independent sales finance companies are wild discounts, over-allowances, no-down-payments and long-term arrangements. These types of deals usually appeal to "lookers, not buyers," dealers were warned, and are potentially dangerous. What's more, such advertising lacks "believability," it was pointed out.

Dealers were urged to act through local trade groups to point out the fallacies of "bait" advertising, to use state and local laws to curb such practices and to solicit the help of the Federal Trade Commission and local Better Business Bureaus.

Banks Elected to R&R Board

BEN BANKS, a vice president with Ruthrauff & Ryan Inc. since 1952, has been elected a member of the board of directors. Mr. Banks previously was with Koehl, Landis & Landon and Maxon Inc. Before rejoining R & R in 1945, he had served an earlier stint with the agency up until 1936.

No matter where they spend their summer weekends, more people enjoy themselves with CBS Radio than they do anywhere else in network radio. During the weekend, the average sponsored program on CBS Radio commands a ~~45%~~ greater audience per minute than the number two network. This makes every minute count that much more on the CBS RADIO NETWORK

Source: Nielsen Radio Index, Second Report for June, 1955; 8:00 a.m. to 11:00 p.m., Saturday and Sunday (Average Audience basis).

First July

88%

Sylvania Plans Tv Campaign

SYLVANIA Electric Products Inc. will utilize its *Beat the Clock* on CBS-TV to advertise its new "Softlight," described as the "first new development in incandescent home and commercial lighting during the past 30 years." The new product will be demonstrated on *Beat the Clock* from September through December, according to a Sylvania advertising spokesman. Agency for Sylvania is J. Walter Thompson Co., New York.

Baker Moves to Brady Co.

APPOINTMENT of Richard M. Baker as vice president in charge of a newly created publicity and public relations division of the Brady Co., Appleton, Wis., advertising agency, was announced last week by Richard H. Brady, president. Mr. Baker, who will join the Brady Co. in September, has been director of public relations and special assistant to the president of Ansul Chemical Co., Marinette, Wis.

Eight Subscribe to ARF

ELECTION of eight more subscribers to the Advertising Research Foundation, New York, was announced last week by ARB's board of director. They are: Hazard Adv. Co., new York; Lever Bros.; Reader's Digest Assn.; *Steel* magazine; Standard Rate & Data Service Inc.; U. of Maryland; Northwestern U., and Rutgers U.

Holiday Football on Radio

GENERAL TIRE Co., Akron, Ohio, has signed to sponsor the National Football League game between the Detroit Lions and the Green Bay Packers at Detroit's Briggs Stadium Thanksgiving Day, Nov. 24, on MBS. Television network to carry the contest has not been selected. Play-by-play on radio and television will be handled by Harry Wismer.

SPOT BUSINESS

DeSoto Div. of Chrysler Corp., Detroit, through BBDO, Detroit, is preparing availabilities for introduction of new models, effective Oct. 12-28 in radio; Oct. 8-31 in television. Approximately 80 markets will be used.

Delaware, Lackawana & Western Coal Co. (Blue coal), N. Y., through Sullivan, Stauffer, Colwell & Bayles, N. Y., planning radio spot announcement campaign, effective Sept. 12, for 10 weeks in number of markets.

NETWORK BUSINESS

General Mills Inc., Minneapolis, and **Parker Pen Co.,** Janesville Wis., sign for alternate-week sponsorship of *The Life and Legend of Wyatt Earp* on ABC-TV (Tues., 8:30-9 p.m. EDT). effective Sept. 6. Agencies: Dancer-Fitzgerald - Sample, N. Y. (General Mills); Tatham-Laird, Chicago (Parker).

Procter & Gamble Co., Cincinnati, signs to sponsor *It's Always Jan,* featuring Janis Paige, on CBS-TV (Sat., 9:30-10 p.m. EDT), effective Sept. 10. Agency: Compton Adv., N. Y.

Toni Co., Chicago, and **Brown & Williamson Tobacco Corp.,** Louisville, Ky. (Viceroy cigarettes, to sponsor Louella Parsons show from Hollywood on NBC-TV (Sun., 10:30-11 p.m.), effective in early fall. Agencies: Weiss & Geller, Chicago (Toni); Ted Bates & Co., N. Y. (Viceroy).

Scott Paper Co., Chester, Pa., signs to sponsor *Father Knows Best* on NBC-TV (Wed., 8:30-9 p.m. EDT), effective Aug. 31. Agency: J. Walter Thompson Co., N. Y.

Miles Labs (pharmaceuticals), Elkart, Ind., will replace Tues. 2-2:15 p.m. sponsorship of *Robert Q. Lewis Show* on CBS-TV (Mon.-Fri., 2-2:30 p.m. EDT) with Tues. 3:45-4 p.m. sponsorship of *Bob Crosby Show* on CBS-TV (Mon.-Fri., 3:30-4 p.m. EDT), effective Sept. 27 for 52 weeks.

Mogen David Wine Corp., Chicago signs for sponsorship of *Dollar a Second,* returning to ABC-TV (Fri., 9-9:30 p.m. EDT), effective Sept. 2. Agency: Weiss & Geller Inc., Chicago.

Gillette Safety Razor Co., Boston, renews *Cavalcade of Sports* for second year on NBC Radio (Fri., 10 p.m. until conclusion), effective Aug. 26. Contract represent $1,407,000 in gross billings. Agency: Maxon Inc., N. Y.

AGENCY APPOINTMENTS

Electric Institute of Washington has appointed M. Belmont Ver Standig Inc., Washington, to carry out special campaign promoting use of "adequate wiring." Campaign, with $100,000 budget, starts Sept. 19 with all media to be used.

Pompeian Corp., Baltimore, appoints Applestein, Levinstein & Golnick Inc., same city, for Pompeian Milk Massage Cream.

Johns-Manville Dutch Brand Div. (tapes, adhesives, rubber products), Chicago, and **Advance Electric & Relay Co.** (electrical relays), Burbank, Calif., affiliate of Elgin National Watch Co., appoint Waldie & Briggs Inc., Chicago.

Revco Inc. (refrigeration, freezer equipment), Deerfield, Mich., appoints Fuller & Smith & Ross, Chicago.

Tv Time Foods (Tv Time popcorn), Chicago, has named Ruthrauff & Ryan, Chicago.

Wynn Oil Products Inc., Mineola, N. Y., has named Anderson & Cairns, N. Y. Firm will use chiefly spot radio to launch initial campaign in seven-state area. Victor Seydel, vice president-director of radio and tv for Anderson & Cairns, will supervise radio activities.

Custom Paint & Chemical Co., Pennsauken, N. J., appoints Fiore & Fiore, Jersey City, N. J. Agency will conduct consumer and trade campaign for Yearlon floor finish, initially using tv-radio in several test markets.

Eastern Wine Corp. (Chateau Martin wines), N. Y., has named Stephen Goerl Assoc., N. Y., to handle advertising and promotion of new product to be introduced and tested in eastern cities. Tv-radio will be used.

Glamorene Inc. (carpet cleaner), N. Y., appoints Product Services Inc., same city. Fall-winter plans will be announced shortly.

AGENCY SHORTS

Betteridge & Co., Detroit, moves to new offices in Officenter Bldg., 15800 W. McNichols Rd. and incorporates with officers: H. W. Betteridge, president and treasurer; H. J. McLaurin, vice president; Alan Joslyn, secretary. Joseph Gallagher, formerly with Campbell-Ewald Co., Detroit, and Lasalle J. Hammel to agency.

Jack Trustman Adv. Agency, Detroit, has moved to new and larger offices at 8720 Chicago Blvd. W.

L. F. McCarthy & Co., Cincinnati, has moved to new and larger offices at 712 Provident Bank Bldg.

Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.; **Burton E. Wyatt & Co.,** Atlanta, Ga., and **Doyle Dane Bernbach Inc.,** N. Y., elected to American Assn. of Adv. Agencies.

John W. Shaw Inc., Chicago, will enlarge office space Sept. 1, taking over building next door to present office.

A&A PEOPLE

Irving Gilman, special projects director, and **John A. Kellogg,** market research director, Institute for Motivational Research, Croton-on-Hudson, N. Y., elected vice president for business, administrative and public relations activi-

COLOR CAST

Advance Schedule Of Network Color Shows

CBS-TV

Sept. 24 (9:30-11 p.m. EDT) *Ford Star Jubilee,* "Judy Garland Show," Ford Motor Co. through J. Walter Thompson Co.

NBC-TV

Aug. 23 (7:30 - 7:45 p.m. EDT) *Vaughn Monroe Show* (Also Aug. 25, 30, Sept. 1, 6, 8). Sustaining.

Aug. 24 (7:30-7:45 p.m. EDT) *Matt Dennis* (Also Aug. 26, 29). Sustaining.

Aug. 22-26 (11 a.m.-Noon EDT) *Home.* Color inserts daily at 11:45 a.m.-Noon (Also Aug. 29-Sept. 2). Participating sponsors.

Aug. 22 (8-9:30 p.m. EDT) *Producers Showcase,* "The King and Mrs. Candle," Ford through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Aug. 26 (2:30-5 p.m. EDT) *Davis Cup Matches.* (Also Aug. 27 and 28). Sustaining.

Sept. 11 (7:30-9 p.m. EDT) *Color Spread,* "Skin of Our Teeth." Participating sponsors.

Sept. 12-16 (5:30-6 p.m. EDT) *Howdy Doody* (also Sept. 19-23 26-30). Participating sponsors.

Sept. 17 (3:30-6 p.m. EDT) *NCAA Football Game,* U. of Miami vs. Georgia Tech. Participating sponsors.

Sept. 19 (8-9:30 p.m. EDT) *Producers Showcase,* "Our Town," Ford Motor Co. through Kenyon & Eckhardt, and RCA through Kenyon & Eckhardt, Grey and Al Paul Lefton agencies.

Sept. 27 (8-9 p.m. EDT) *Milton Berle Show.* Participating sponsors.

[Note: This schedule will be corrected to press time of each issue of B•T.]

WJAR-TV

CHANNEL 10 PROVIDENCE

GIVES SOLID ENTERTAINMENT!

...and SELLS MERCHANDISE!

Put your product before the BIG TV AUDIENCE in Southern New England through Channel 10, Providence.

WJAR-TV

WJAR-TV
Dominant **10**
Providence, Rhode Island
Represented by
WEED TELEVISION

G.E. CATALOGS 49 BASIC ANTENNA MODELS FOR BROADCASTERS...

plus hundreds of variations for custom or problem antenna installations!

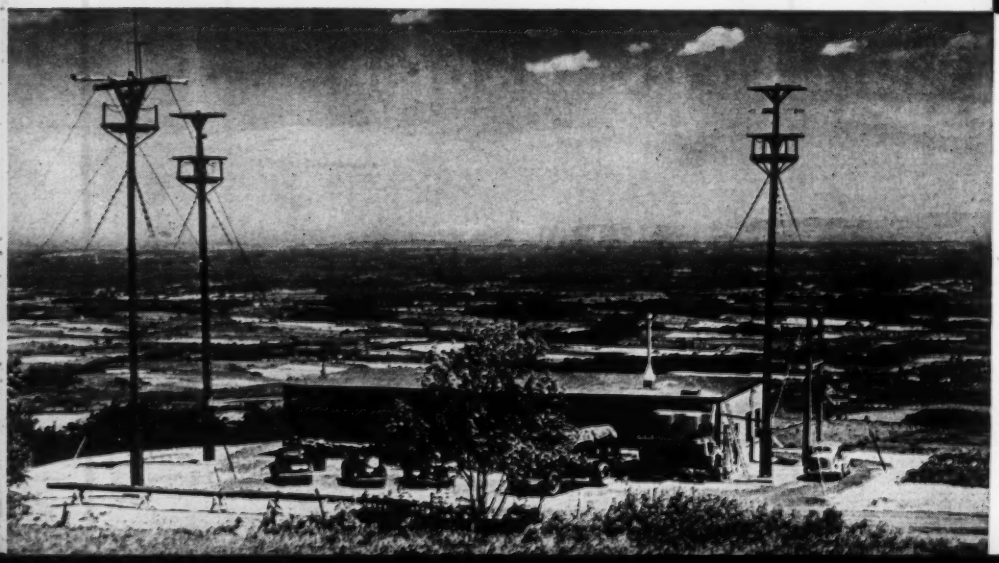
No matter what operating channel...rated power...or topographical characteristics—there is a dependable G-E antenna to suit your station requirements.

For more than 20 years a crack team of antenna design and manufacturing specialists has probed the secrets of antenna development. This full time General Electric program has resulted in today's wide range of antenna models—49 basic designs—built for *full time* dependability.

New uses of better materials, new production techniques, and more efficient manufacturing methods are additional results of this intensive research effort.

The detailed close-ups highlighted here are but a few of the G-E advancements which combine to make a G-E antenna a dependable investment for vital full time service.

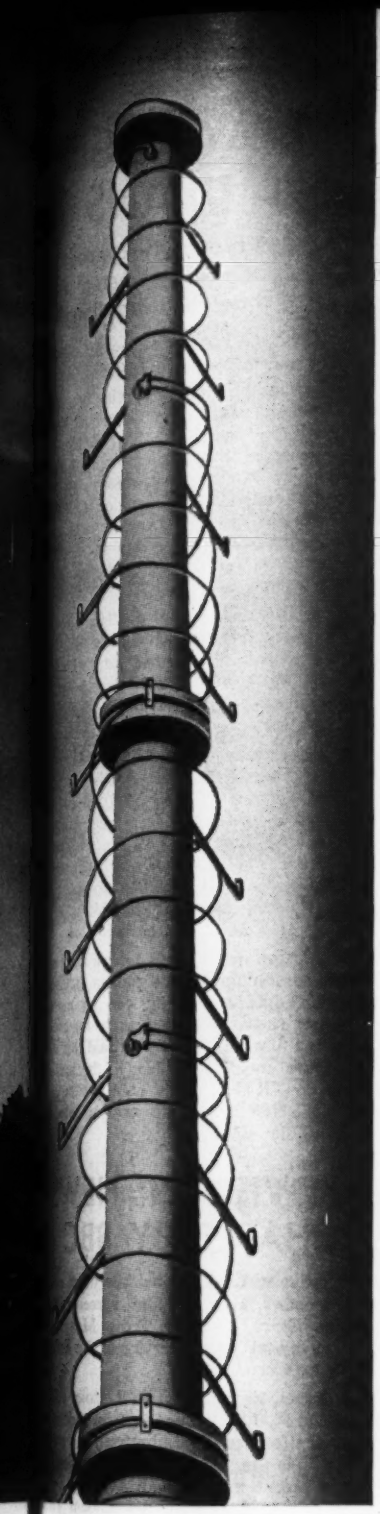
Whether for VHF or UHF, batwing or helical models, your local representative can fill you in on the latest progress in antenna development. Call or write today. *General Electric Company, Section X285-22, Broadcast Equipment, Electronics Park, Syracuse, N.Y.* In Canada, write: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

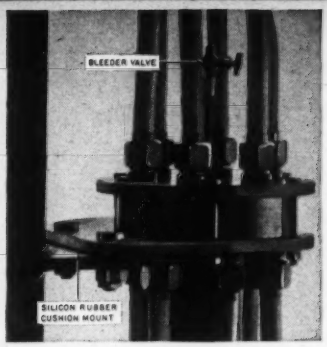


THEN AND NOW

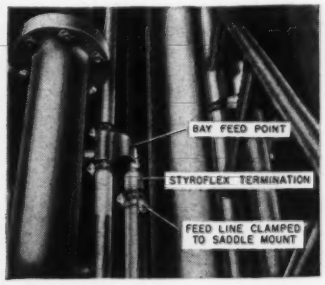
◀ **EARLY TV ANTENNA DESIGNS** were basic installations—often mounted atop wooden poles—as shown at left at W2XB Schenectady in 1939. Range and pattern coverage were limited—yet adequate for early transmission needs.

▲ **TODAY AT ROCHESTER**—this G-E VHF helical, in service with WVET & WHEC, and the batwing antenna of WHAM, combine to offer the solution to a complex multi-station transmission problem. G-E antenna research has consistently improved design and manufacturing methods—leading to 49 basic antenna models for many wide requirements.



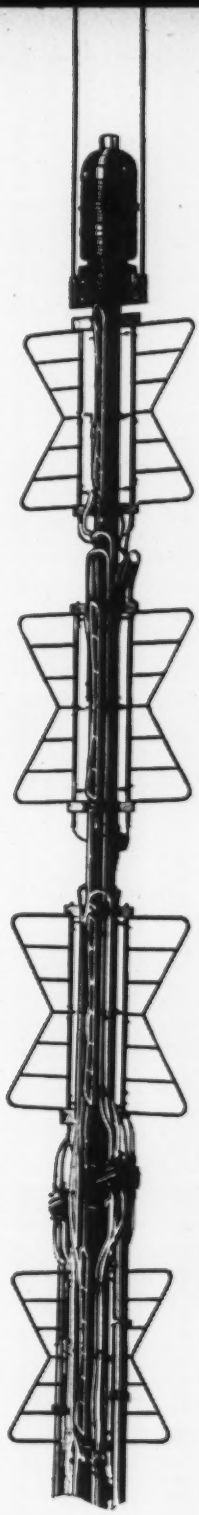


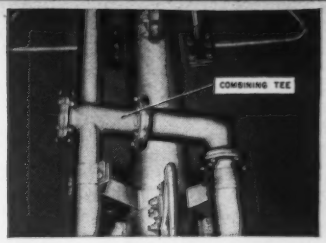
BRASS FEED LINE JUNCTION BOX is machined throughout. Silicon rubber cushion mount relieves mechanical strain.



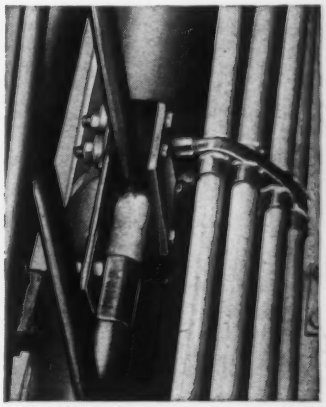
BATWING FEED POINT at Styroflex termination has Teflon end seal. Connection to inner conductor at end seal is extra-sturdy collet-type.

THE NEW G-E HELICAL ANTENNA. It is this G-E model which was used in combination with the batwing antenna for the Rochester installation shown at left. Cylindrical shape offers less tower load. G-E helical design, in use with UHF since 1952, makes possible a simpler antenna providing the equivalent power gain of batwing models. No de-icing problems—the helix serves as a heater. G.E. catalogs 49 basic antenna models for VHF or UHF needs.

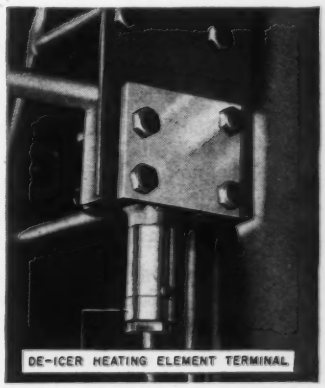




TEE FEED divides power proportionately between upper and lower bay groups.



SEPARATE MECHANICAL AND GROUND CLAMPING of Styroflex feed lines. Mechanical clamping is of the type that permits tightening, if required, in maintenance. The 7/8-inch diameter lines provide extra capacity and safety.



BATWING MOUNTING LUG is welded to mast. Heating element, if required, has gasketed terminal.

CONSTRUCTION DETAILS like these help G-E antennas provide all the coverage your transmitter can produce ...*without danger of wind or power overloading.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

ties and vice president in charge of newly-formed research planning div., respectively.

James R. Blocki, assistant product advertising manager, Kraft Foods Co., Chicago, promoted to newly-created position, advertising services manager.

Charles Standard, formerly in national sales dept., NBC, to Biow-Beirn-Toigo, N. Y., as account executive; **Bob Roberts,** formerly production manager, WLWT (TV) Cincinnati, to agency's tv commercial dept.; **Henry H. (Bob) Marshall,** formerly with Ogilvy, Benson & Mather, N. Y., to agency as copywriter; **Joseph Palastak Jr.,** formerly in outdoor advertising dept., Foote, Cone & Belding, N. Y., to B-B-T as outdoor media associate director; **James A. Gray,** formerly media dept. manager, Stockton-West-Burkhart, Cincinnati, to print media dept. as spacebuyer.

Gordon Stephens, formerly with Gibbons-O'Neill Inc., Cleveland, to McCann-Erickson, same city, as account executive; **Charles Hanson,** formerly with Young & Rubicam, Detroit, to creative-contact staff, McCann-Erickson, Detroit, as sales promotion account executive.

Lloyd Winslow to Aubrey, Finlay, Marley and Hodgson, Chicago, as account executive.

John L. Bricker, Colgate-Palmolive Co., Jersey City, N. J., appointed merchandising director, toilet article dept.

Lawrence Barnard, drug merchandising manager, *Life* magazine, to Carl S. Brown Co., N. Y., as merchandising director.

Joseph Field, public relations and publicity director, Compton Adv., N. Y., resigns with discontinuance by agency of program publicity dept.

Paul Martin, formerly tv art director, Geyer Adv., N. Y., to Kenyon & Eckhardt, N. Y., in similar post.

Laurence U. Nelson to Fensholt Adv. Agency, Chicago, as assistant account executive.

Rosemary McGirney, copywriter, McKee & Albright, Phila., to creative staff, Erwin, Wasey & Co., L. A., as copywriter.

Joseph Durand, NBC-TV, to Perrin-Paus Adv., assisting in handling number of tv shows for coming season.

Paper Uses Radio

RADIO advertising is being used by the *Pittsburgh Courier,* leading Negro newspaper with regional editions, to promote circulation in 15 areas of the U. S. The newspaper has started a three-week saturation campaign on 15 stations, with the advertising effort tied in with a promotion for the upcoming Marciano-Moore heavyweight championship bout. Readers of the *Courier* are being asked to compile a list of the 12 top prize-fighters of all time, and the lists most nearly approximating one being made by Archie Moore will be adjudged winners. Prizes include all-expense trip to New York and two tickets to the heavyweight bout for out-of-towners, and $250 plus two tickets for New Yorkers.

TV NETWORK, FILM PACKAGES SEEN IN PARAMOUNT PLANS

Vast new television city being erected in downtown Hollywood, matching facilities of NBC and CBS and anticipating day when film colony concedes video will be more important than theatrical films. KTLA (TV) seen as key station of national hookup.

ALTHOUGH officials of both Paramount Pictures Inc. and its subsidiary KTLA (TV) Hollywood won't admit it, the major movie interest appears to be priming its guns for a master invasion of the television network and film packaging fields, both black-and-white and color, possibly by the first of next year.

Paramount is quietly building a tv city in downtown Hollywood that in physical scope would appear destined to match the production facilities of both NBC and CBS on the West Coast.

For years a pioneer in development of basic technical equipment and systems which comprise the entertainment phase of the vast communications industry, Paramount is playing all sides of the street in anticipation of television's commercial potential. This in itself is a giant hedge against the day feature movie production admits to second place instead of first in the minds of Hollywood film executives.

With KTLA as key station, the movie major is seen filling the gap of the former DuMont Network with the film organization under the name of Paramount Television Network. Actually a nucleus operation for four years, although hardly out of the paper stage, PTN would film live originations at KTLA and circulate them as a superior quality kinescope to its affiliates. Special new kinescope equipment is reported to be in use.

PTN now has under contract some 50 to 60 tv stations from coast-to-coast, north and south, but only a few now are used on certain package-type shows, according to informed sources.

Paramount obviously is ready to exploit pay-as-you-see television—both system-wise and in programming—through its subsidiary International Telemeter Corp. ITC is fighting for subscription tv authority at FCC (see toll tv seminar story page 32) and through another subsidiary interest, Chromatic Television Labs., color tube developer, Paramount is ready to keep pace with technical developments.

Paramount holds the largest minority interest in DuMont, now under reorganization and including DuMont's two owned and operated stations, WABD (TV) New York and WTTG (TV) Washington. Speculation is strong that Paramount may acquire both WABD and WTTG to comprise the East Coast and Nation's Capital origination centers for its network operation [CLOSED CIRCUIT, Aug. 15].

KTLA is operated by subsidiary Paramount Television Productions Inc., under the supervision of Vice President-General Manager Klaus Landsberg. The station moved three months ago from 5451 Marathon St. to 5800 Sunset Blvd., the old movie lot of Warner Bros. A major reconstruction job is underway.

Mr. Landsberg conceded extensive new studio facilities for local KTLA operations will evolve, including color. The old Warner facilities have not been used for film-making for more than a decade. Most of the structures are being torn down or stripped and rebuilt from foundation. Other buildings are being refinished. Best estimate obtainable is that Paramount spent about $2 million acquiring the lot and will match that a couple of times over in the reconstruction and technical furnishing.

Two programs presently are being sent out on film to station affiliates of Paramount Network. One is the weekly full-hour *Bandstand Review,* sponsored by Ralston for Ry-Krisp, Rice Chex and Wheat Chex, through Gardner, Bascomb & Bonfigli. It is aired on 13 PTN outlets, including KTLA. Another sent out weekly, but with local sponsorship, is wrestling from Olympic Auditorium in Los Angeles. This goes to some 50 stations.

PTN makes its profit out of production costs with the advertiser buying affiliates at their individual local instead of national rate, with the station retaining the full amount. It is believed the same pattern would be followed should PTN be fully activated.

KTLA presently is telecasting from both its old and new homes but Mr. Landsberg said the local production move to 5800 Sunset will be completed by the end of this year. By that time KTLA will have in operation two large theatre studios, two big indoor sound-stage type studios and an extensive outdoor studio area. The complete reconstruction should be over by April or May next year, he estimated.

All engineering will be done from a complete master control building and all camera facilities, both monochrome and color, can be moved from stage to stage. KTLA is ready for color, both live and film, Mr. Landsberg said, his station being the only independent in the market so equipped. "KTLA is the only station outside of NBC New York with its own color tv remote unit," he said.

UP MOVIETONE NEWS PURCHASED BY BBC

UNDER what was said to be "the most comprehensive news and newsfilm agreement in television history," United Press Movietone News last Monday started service to the British Broadcasting Corp.

The contract, signed by T. R. P. Hole, editor of BBC, and A. L. Bradford, vice president of UP, provides for news and film from the entire world. BBC is the second British organization to sign in recent months with a U. S. news-gathering group. Last May Independent Television News Ltd., news programming company set up by the Independent Television Authority, entered into an agreement with CBS News Film to supply filmed coverage of North and South America and the Far East [B•T, May 23].

Mr. Hole called the move "an interesting and important step in the development of the BBC service of news and information to the public." He said BBC is looking forward to United Press Movietone's coverage, encompassing service on a seven-day basis, 24-hours a day.

F. H. Bartholomew, president of UP, said the new agreement is a "further extension of the worldwide broadcasting service by UP." He noted that since United Press Movietone News was organized in 1951, it "has grown into the largest and television's first truly global news service."

"this guy must've been a beginner!"

"I mean it," says John, well-known mixer at that favored haunt of Boston agency folk, the Statler lounge bar. "There he was, sitting behind his Wurzburger, crowing about the spot schedule he'd just made up for Mother Dumple's All-American Piccalilli. And you know what? This character *completely* overlooks two of the *best* spot buys in New England!

"Sure – *you* know and *I* know! WABI for radio and WABI-TV for television. Real super-stuff in Maine's seven most terrific counties with almost half-a-billion retail sales! *Every*body knows they're a 'must'. But not junior-boy! Cripes, he *must've* been a beginner or something . . ."

John, of course, might be drawing unfair conclusions. Could be that Mother Dumple's has no distribution in our big Bangor-centered market of 350,000 customers. But, brother, there's no slicker way to get it (and gild up a piccalilli sales chart in the bargain) than by putting these double-barrelled Down Easters to work for you!

wabi AM TV

Represented by: George P. Hollingbery – Nationally
Kettell-Carter – New England

BANGOR, MAINE

General manager: Leon P. Gorman, Jr.

MEET THE BIG

N E

OVER WBZ

Meet News Director ROD MACLEISH! He's the gallivanting globe-trotter who literally *covers* the news for WBZ+WBZA. He analyzes it. Reports it. With clarity, color and completeness. Among his many exclusives: Interviews with Adenauer, McCarthy, many others! Articles and stories published in Saturday Evening Post, American, Redbook, Family Circle. Monday-Friday, 12:05-12:15 P.M.

Meet LEO EGAN! New England's number-one
man, according to Nielsen! Most often
WBZ's News Wagon, equipped with mobile
and tape-recorder to scoop the news exactly
and when it happens. At the Charlestown
riot, for instance, Egan scored his usual
Monday-Saturday, 7:30-7:45, 8:00-8:05,
8:55-9:00 A.M.

Now you know them. You know the men who make the news *more* than
wire service copy over WBZ+WBZA. These Big 4 are *reporters*
Their own eye-views, objective interpretations and presentations keep
New England on its ear. Families by the hundreds of thousands follow
station that keeps them dramatically up-to-date.

If *you* want to give your products a newsworthy pitch, do it dramatic
on WBZ+WBZA. Talk to Bill Williamson, Sales Manager, at ALgonquin
Or call Eldon Campbell, WBC National Sales Manager, MUrray Hill
New York.

EHIND THE BIG

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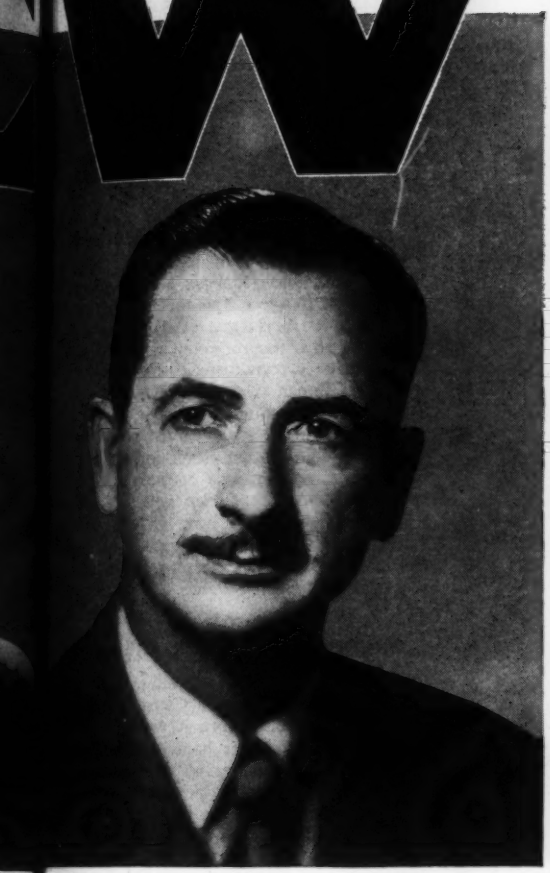
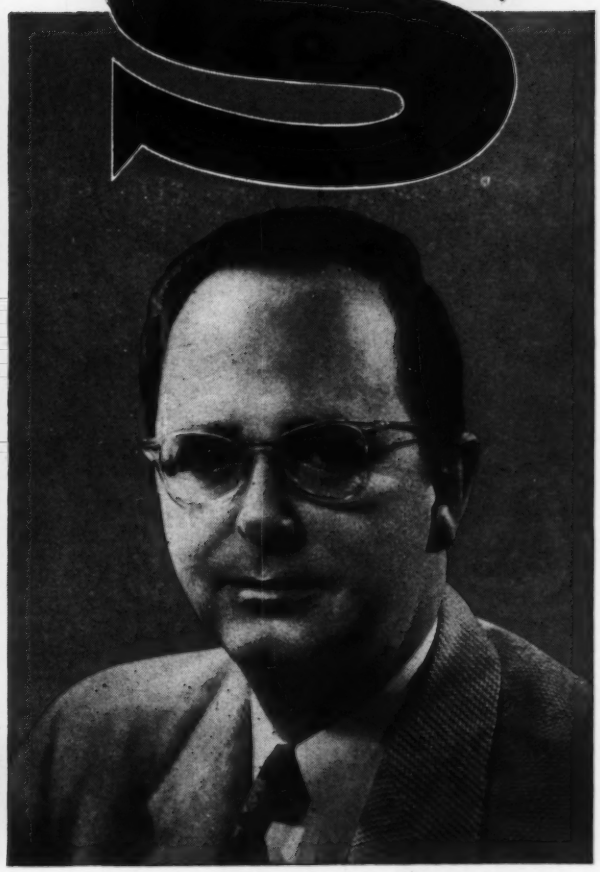




WBZA RADIO!

STREETER STUART! Veteran WBZ+WBZA news-famed for on-the-spot descriptions and dynamic views with people who make the news. Typical -taking bulletins: Taped interview with com-ant of an Alaskan air base when Russian 's shot down an American patrol plane off an coast. Monday-Friday, 6-6:05 P.M., 7-7:05 11 to 11:15 P.M., and 11:55 to 12:00 P.M.

Meet ARCH MACDONALD! Outstanding broadcaster recently cited for "personality, diction, adaptability, voice, and versatility," won the coveted Davis Memorial Announcer's Award. Famous program pioneer and ad-lib reporter par excellence. Monday-Friday, from 9:25-9:30 A.M., 1:00-1:05 P.M., 2:00-2:05 P.M.

WBZ+WBZA—Boston+Springfield

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	**BOSTON**—WBZ-TV
PHILADELPHIA—KYW	**PHILADELPHIA**—WPTZ
PITTSBURGH—KDKA	**PITTSBURGH**—KDKA-TV
FORT WAYNE—WOWO	**SAN FRANCISCO**—KPIX
PORTLAND—KEX	

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

Study on Spot Tv Films Released by ABC Film Arm

A STUDY of spot tv films, prepared by ABC Film Syndication, is being distributed to tv station salesmen to aid them in selling local non-tv advertisers on the visual medium and on syndicated film.

Called "A Reel Sales Builder," the presentation studies "advertising value of syndicated television film" emphasizing that the spot advertiser obtains the advantages of flexibility; large variety of top programming with "proven" audience appeal; strong promotion, advertising, merchandising and publicity support from both syndicators and tv stations and a sales vehicle for many different types of advertisers.

Contained in the presentation is a list of "representative markets and the approximate number of syndicated films used weekly." Listed are 14 markets, which, ABC Film claims, represent 46.1% of the total U. S. tv homes.

The market and number of syndicated films per week (approximate average), as listed by ABC Film:

Los Angeles, 100; Denver, 70; San Francisco, 65; New York, 65; Chicago, 50; Washington, 50; Salt Lake City, 40; Columbus, 35; Atlanta, 35; St. Louis, 35; Philadelphia, 35; Milwaukee, 35; Cincinnati, 30; Boston, 30.

Watch Out, Davy

A NEW CORPORATION has been formed for the express purpose of producing a movie on the life of Dan'l Boone and at later date, a television and radio series. Bruce Bennett has signed a seven-year contract to play the title role, with all filming to be done in Mexico.

Promotion Contest Set For 8 Screen Gems Shows

NATIONWIDE promotion contest for eight national tv programs was launched last week by Screen Gems Inc., tv subsidiary of Columbia Pictures Corp. The drive is designed to stimulate audience interest in Screen Gems' network and nationally sponsored programs on the local level, according to Henry S. White, director of advertising.

The shows are *Adventures of Rin Tin Tin, Captain Midnight, Celebrity Playhouse, Father Knows Best, Ford Theatre, The Patti Page Show, The Damon Runyon Theatre* and *Tales of the Texas Rangers*. The contest, described by Mr. White as the largest of its kind ever conducted, is open to promotion managers of any U. S. station carrying one or more nationally-sponsored Screen Gems' programs. It will run for 13 weeks, starting Oct. 2.

Winners will be judged on the basis of the best individual program promotion and exploitation created for any one of the shows carried by the station. First prize will be a 13-day Caribbean cruise for two. Other prizes include projectors and screens, hi-fi systems, air conditioners, deep freezers, Rolleiflex cameras and gold wrist watches.

Canyon Films Sues Disney

CANYON Films, Los Angeles, has filed a $100,000 suit in Superior Court there against Walt Disney Productions, it was reported last week. The suit alleges breach of contract for production of the tv series, *When I Grow Up*. It is charged that Mr. Disney last March agreed to let Canyon produce a minimum of five films, then decided to do them himself. Canyon principals include Jack Couffer, Conrad Hall and Marvin Weinstein.

Sterling Names Chicago Chief

ELLIOTT ABRAMS of Sterling Television Co., has been transferred from the Cincinnati area to head the Chicago office. Mr. Abrams has been with Sterling four years, and will be responsible for sales in the Midwest.

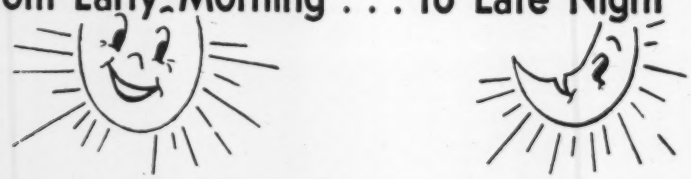
FILM SALES

ABC Film Syndication, N. Y., has sold *Anniversary Package* of 15 feature films to KOMO-TV Seattle and KRON-TV San Francisco.

Hollywood Television Service Inc., Hollywood, has sold 13 feature films to WCBS-TV New York, available to station Jan. 1, 1956, and raising to 93 number of first-run films in library for 1955-56 season. Package was reported to have cost $20 million to produce and includes such stars as John Wayne, Charles Coburn, Dennis O'Keefe and others.

Guild Films Inc., N. Y., reported last week that in five-day period sales to sponsors of new *Liberace* tv film program amounted to about $250,000. Stations involved in sale are WBZ-TV Boston, WEWS (TV) Cleveland, WGR-TV Buffalo, N. Y., KLZ-TV Denver, WTVJ (TV) Miami, KPRC-TV Houston, Tex.,

From Early Morning . . . to Late Night



MOST PEOPLE LISTEN TO WAKR

Here's How the Audience is Divided •

WAKR	STATION "A"	STATION "B"	STATION "C"	STATION "D"
44.6%	17.9%	22.2%	8.2%	4.4%

MORNING — AFTERNOON and NIGHT

• 6 A. M. to 10:30 P. M.

WAKR is 1st.

A DECIDED FIRST IN LISTENERS

The current TRENDEX* audience measurement report again confirms WAKR's dominant position in Akron Radio.

WAKR-TV
Now in its 3rd YEAR

• TRENDEX — Akron Audience Survey June, 1955

WAKR-RADIO • WAKR-TV

RADIO — TELEVISION CENTER — 853 Copley Road — Akron 20, Ohio

TARGET: • $899,481,000.00 • Buying Power Market

WBRZ Channel 2

BATON ROUGE, LOUISIANA

The only TV station completely covering the rich heartland of Louisiana. New payrolls—new wealth are generated in Louisiana by OIL, GAS, SULPHUR, SALT, LUMBER, INDUSTRY, AGRICULTURE

MARKET DATA PREDICTED SERVICE AREA* WBRZ, Channel 2

Population	860,000
†TV sets in area	164,650
Effective Buying Power	$899,481,000
Retail Sales	$580,937,000
Food Sales	$129,460,000
Automotive Sales	$122,571,000
Drug Sales	$ 16,371,000

SOURCE: Sales Management's Survey of Buying Power, 1954

*Class "B" †Television Magazine

NBC–ABC

POWER: 100,000 watts

MORE TOWER: 1001 ft. 6 inches

Largest TV Antenna in the United States
12 Bays—Channel 2

Represented by Hollingbery

RETAIL SALES: $580,937,000.00

and KDKA-TV Pittsburgh. Guild said *Liberace* stations and sponsors plan to undertake extensive promotional campaigns, including premium records, point-of-sale tie-ins and newspaper advertising.

RANDOM SHOTS

A. V. Cauger Service Inc., Independence, Mo., has available series of animated tv spot commercials for syndication to auto service dealers. Package consists of three one-minute or nine 20-second spots or both. Spots will include auto service dealer's name and sales message and can be purchased outright for any tv market. Specimen reels and descriptive literature and rates are available from firm at 10922 Winner Rd., Independence. Cauger also is distributing to dealers of Massey-Harris Co. (farm equipment) series of five one-minute open-end tv spots, covering various lines of Massey-Harris equipment.

Intercollegiate Conference (Big Ten) is offering to tv stations 24-minute kinescope pre-season film outlining 1955 Big Ten football prospects, on purchase or loanout basis. Film is recommended for use in Class A time between Sept. 1-23 and provides for insertion of two-minute commercials before, after and during running with time to be sold for all but alcoholic beverage ads. Cost of prints is $45 and if purchased may be used for "library purposes" or for inserts on other shows. Film is obtainable from William Reed, Intercollegiate Conference, Office of Commissioner of Athletics, La Salle Hotel, Chicago 2.

Association Films, N. Y., is making available for free loan to tv stations series of short subjects on Italy, titled *Italian Rainbow*. Association Films is requesting stations to pay service charge for films.

Films of the Nations, N. Y., is making available free to tv stations second of new series on France titled *Landmarks of France*. New four-and-a-half minute films, produced by D. P. M. Productions, N. Y., in cooperation with French government tourist office are being offered in color and black-and-white.

Telepix Corp., Hollywood, has opened Chicago sales office, Telepix-Anderson Inc., 6620 Diversey Ave., under supervision of Stanley F. Anderson.

FILM PEOPLE

William Koening has resigned as associate story editor of RKO Radio Pictures to become story editor for *Cavalcade Theatre*, produced by Four Star Productions, Hollywood.

Fred Todaro, general plant superintendent, Color Service Inc., named head of color facilities at Circle Film Labs, N. Y.

Floyd Crosby signed as photography director, *Tv Reader's Digest*, ABC-TV film series.

Richard Carlton, vice president in charge of operations, Sterling Television Co., N. Y., father of boy, Ralph Kenneth, Aug. 7.

Marion Parsonnet, chairman of board, Parsonnet & Wheeler Inc. (tv films and commercials), N. Y., father of girl, Marin Alix, Aug. 5.

Alan F. Ludington, film producer, and **Patricia Phillips Ludington,** formerly associated with NBC-TV *Howdy Doody*, parents of girl, Judith Ann.

SAG STRIKE ENDS; OPERATIONS RESUME

Film production back in high gear after Wednesday settlement. New pact, in effect until March 31, 1960, gives actors larger rerun payments.

PRODUCERS of tv entertainment films were resuming full production of all packages by late last week for both networks and independent stations as members of the Screen Actors Guild reported for work after their 12-day strike for larger rerun payments.

The strike ended Wednesday after a majority of SAG members overruled a strong minority movement in a Tuesday night Hollywood mass meeting which sought to prolong the walkout in an effort to win a better contract. The new pact, which for the first time gives actors extra payment for the second showing of a film, will run until March 31, 1960. It is retroactive to July 21.

Additionally, the new contract calls for increase in minimum rates and changes in certain other conditions. Among them: actors signed in the U. S. to make pictures abroad must be paid the SAG scale and accorded all Guild conditions.

Culmination of the dispute, first since the strike against producers of tv film commercials several years ago, was announced jointly by Charles Borin, vice president of the Assn. of Motion Picture Producers; Dean Johnson, counsel for the Alliance of Tv Film Producers, and John L. Dales, national secretary of SAG.

One of the first production studios on the West Coast to resume filming was Ziv Tv Corp., which put two series before camera on Wednesday. These were *Cisco Kid* and *Science Fiction Theatre*. At Hal Roach studios, *The Great Gildersleeve* and *It's a Great Life* were resumed Thursday, while *Screen Director's Playhouse* and *Waterfront* were to resume [illegible] day.

William F. Broidy Productions began [illegible] *Bill Hickok* Thursday. Others scheduled [illegible] day included *Gunsmoke*, *Highway Patrol* and *Dr. Hudson's Secret Journal* (the latter a MCA-TV Ltd. package), at California Studios; *December Bride*, *It's Always Jan* and *Wyatt Earp* at Desilu Productions and *The Jack Benny Show* and *The Crusader* at Revue Productions.

The new SAG contract calls for these minimum rate increases:

Day players: from $70 to $80 a day.
Singers: mouthing to playback, $45 to $[illegible]
Airplane pilots: $100 to $115.
Freelance contract: $250 to $285 a week.
Stunt men and airplane pilots: $300 to $[illegible] a week.

Three day contract: $175 to $200.
Multiple pictures: from two pictures for $320 and three pictures for $375 to new rate of $185 per picture.

Series contract: 13 pictures in 6½ weeks, $125 to $145 per episode; 13 pictures in [illegible] weeks, $250 to $285 per episode.

New Residual Payments

New residual payments were set as follows: second run (first rerun) not less than 35% of minimum; third run and 30%; fourth, fifth and sixth runs 25% each, the sixth run payment covering all subsequent runs, if any.

The rerun provisions also specify that the producers may defer payment for each respective rerun until six months after the first telecast of the respective rerun in any city in the U. S. or Canada, or after the rerun has been telecast in 70 cities, whichever occurs first.

It was agreed that Guild conditions other than Guild shop shall be extended beyond the continental U. S. as in the former contract to include Canada and all territories and possessions of the U. S.

UNIONS HIT FILMS MADE OUTSIDE U. S.

CALIFORNIA State Theatrical Federation, composed of AFL unions and guilds representing some 67,000 people in the entertainment industry, opened last week what it hopes will turn into a nation-wide battle by organized labor against "runaway" production in foreign countries of tv film commercials for use on American stations.

In a strong resolution adopted at its annual convention in San Diego, Calif., the group condemned Sterling Drug Inc., major radio-tv advertiser, for having made recently in England a series of tv commercials to advertise Bayer aspirin, Phillips milk of magnesia, Phillips tablets, Dr. Lyons tooth powder, Haley's M-O and Energine. The resolution was introduced by Pat Somerset, CSTF president and a delegate from the Screen Actors Guild.

The labor group declared that Sterling Drug's action constituted an "evasion of American labor standards" that adversely affected the livelihood of American workmen. CSTF said the filmed commercials in question are designed to sell American products to American consumers in the American market but were made by Sterling Drug in England at rates of compensation for the English craftsman and actors employed therein that are below the standards established by American unions and guilds."

The resolution claimed "this gives Sterling Drug an unfair competitive advantage over other manufacturers" who produce their commercials in the U. S.

CSTF asked the California State Federation of Labor to take similar action. Earlier, a comparable resolution was voted at a convention of the New York State Federation of Labor in Albany, N. Y.

CGA Wins Movie Contract

THE Composers Guild of America has been certified as the collective bargaining agent for composers of music and/or words with the nine major film studio members of the Assn. of Motion Picture Producers, according to results of an election held by the National Labor Relations Board. Studios concerned are: Allied Artists, Columbia, Loew's Inc. (M-G-M), Paramount, Republic, RKO-Radio, 20th Century-Fox, Universal and Warner Bros.

Directors Termed Supervisors

PETITION filed by International Brotherhood of Electrical Workers, Local 45, seeking to represent a unit of directors and announcers directors at KFMD San Diego, has been dismissed by National Labor Relations Board. The board held directors are supervisors.

(Continued on page 75)

UME

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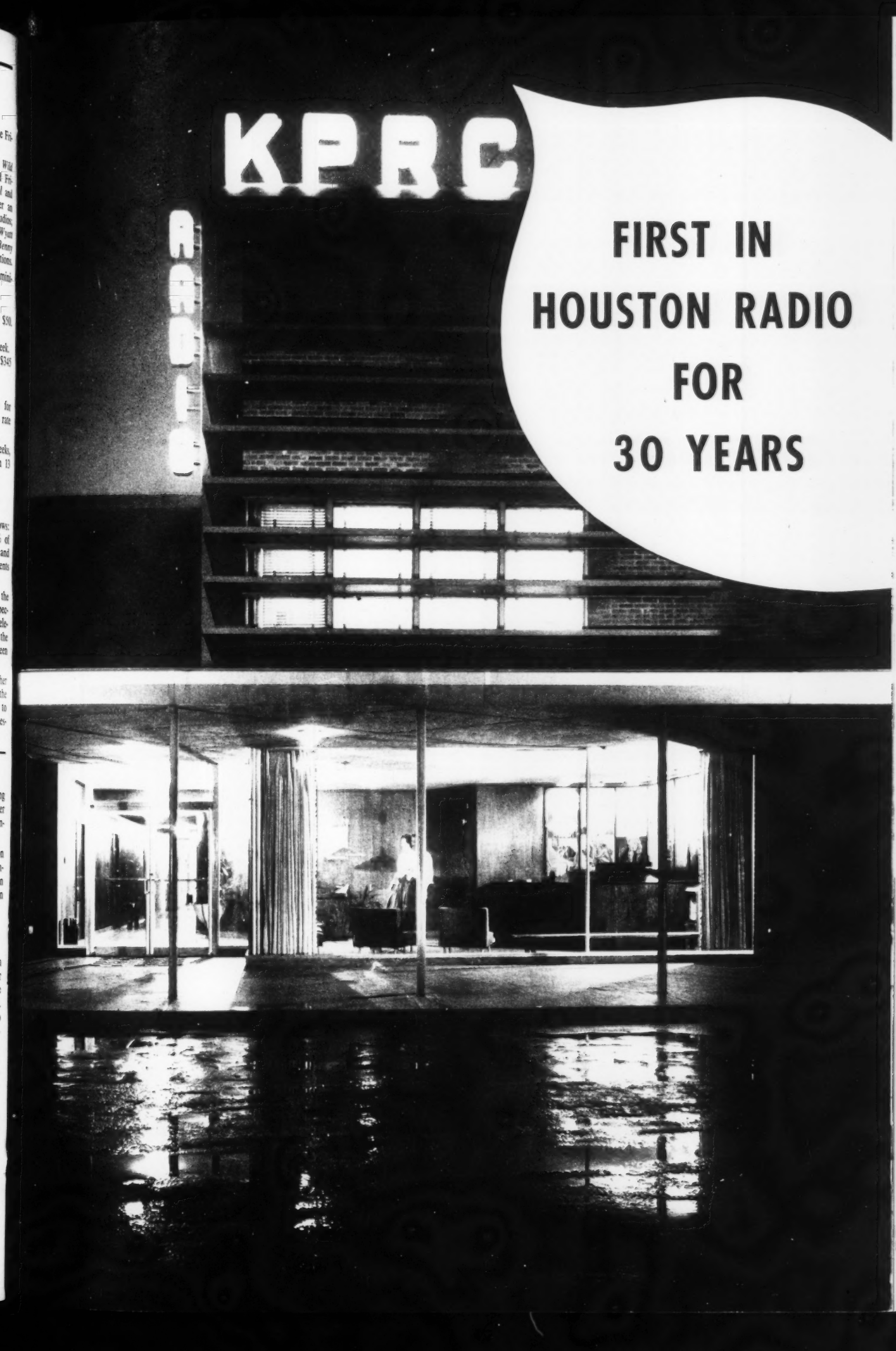

KPRC
FIRST IN
HOUSTON RADIO
FOR
30 YEARS

EXPERIENCE KEEPS KPRC FIRST IN HOUSTON

First in the South's first market for 30 years . . . that's the story of KPRC radio, now celebrating its 30th anniversary.

To dominate the Houston market, year after year, requires experienced leadership. Since 1925, only KPRC leadership has been able to keep pace with the rapidly growing market, giving the public the best of everything in radio, delivering the lowest cost per thousand for advertisers.

Today KPRC stands head and shoulders above all others as the first choice of Houston Gulf Coast listeners, and *experienced leadership* is the big reason why.

FIRST IN PUBLIC SERVICE

Recognizing its responsibility to the Houston Gulf Coast Area, KPRC has not only consistently provided prime radio time for public service programs, but has also put behind public service efforts the same energy and know-how which have made KPRC a successful vehicle for advertisers.

The official Texas State Prison show, "Behind Prison Walls," was conceived by KPRC to help find jobs for former prisoners who have paid their debt to society and are seeking employment. This weekly half-hour show (presented in cooperation with Rotary and now in its 7th year of consecutive broadcasting) originates at KPRC and is rebroadcast by eight other Texas stations.

KPRC radio serves during fund-raising drives for charitable institutions. Supplementing the efforts of KPRC television during a building fund drive for the "Lighthouse for the Blind," KPRC radio helped to raise $350,000 to build and equip a center for vocational training. Ray Elliott, Houston Lions Club president, and Mrs. Jeri Rougeou, Lighthouse Executive Director, present a plaque expressing appreciation to KPRC General Manager Jack Harris.

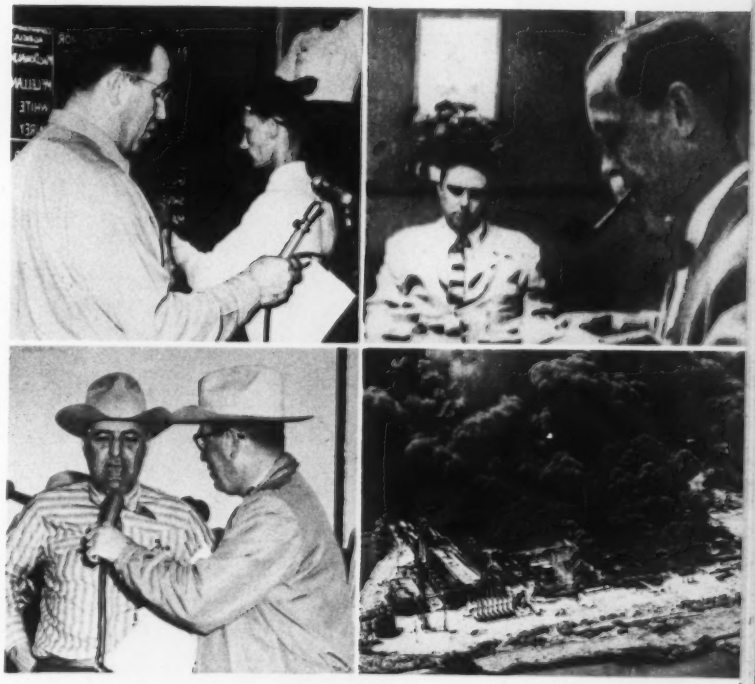
KPRC NEWS STAFF GETS THE NEWS....FIRST

KPRC's seven radio news specialists cover the Houston area, gathering material for 15 daily news, sports and weathercasts. Each newsman covers his own beat, writes, edits and broadcasts. There are no "rip-and-tear" men on the KPRC staff. Announcers announce only, and each newscaster works full time in the station's news department.

KPRC news editor Pat Flaherty, who began broadcasting back in the days of the crystal set, was an NBC news correspondent in the Pacific during World War II. He was awarded the Headliner's Citation for distinguished reporting of the 1947 Texas City disaster.

News gathering facilities include five AP wires for national and regional news, a direct line to the U. S. Weather Bureau for latest weather reports, local police radio and lines to the city hall and county courthouse for "on-the-spot" daily reporting.

With a large experienced staff and the finest available facilities, KPRC is first with accurate news coverage in the Houston area.



Fire, disaster, startling happenings and local events throughout the Houston area are given quick, accurate coverage by KPRC newsmen.

"World Champion Old Time Fiddler" Curly Fox and Miss Texas Ruby, with KPRC since 1948, are Columbia and King recording artists and veterans of the "Grand Old Opry." Their personal appearances draw thousands each month. Aided and abetted by the "Foxchasers," Curly and Ruby have amazing appeal to all classes.

HOUSTON'S TOP LOCAL TALENT IS ON KPRC

Lee Norton, veteran entertainment personality, provides Houston's largest daily radio audience with a truly different radio record show. Lee plays straight man to his famous character originations, "Pancho" and "Fatheringay," as well as keeping audiences up to date with happenings in the entertainment world.

Houston's "Bellerin' Bowlegged Boy," Biff Collie, spins the daily record show, "Collie's Corner." Biff has been listed among Billboard's "Top Ten Western and Country Music Personalities" for the past six years. His warm, friendly personality captivates the folks who like western and country music.

Popular RCA-Victor recording vocalist Don Estes, a strong favorite with the weaker sex, is featured daily on "Sunrise Serenade." Estes, former NBC artist, sings pop tunes and spins latest discs.

An NBC affiliate since 1927, KPRC interlaces its network schedule with top local shows featuring the finest available talent. The tremendous popularity of these shows is proof of KPRC's understanding of the Houston market. Whether it's the smooth-styled music of Director Paul Schmitt's "Tune-Schmitts," with pert vocalist Janet Smith, or the antics of "Uncle Zeb," KPRC gives 'em what they want in the Gulf Coast Area.

KPRC Farm Department Director George Roesner keeps close to the farm situation by spending most of his time "in the field" interviewing interesting people and collecting facts for his newscasts. George operates a farm of his own near Houston, Texas.

Farm Reporter "Buck" Buchanan helps to gather information for KPRC's farm newscasts. KPRC, reporting results of FFA crop, livestock and poultry projects, has earned the title of "Voice of the Future Farmer in the Texas Gulf Coast Area."

KPRC...
FIRST IN FARM NEWS

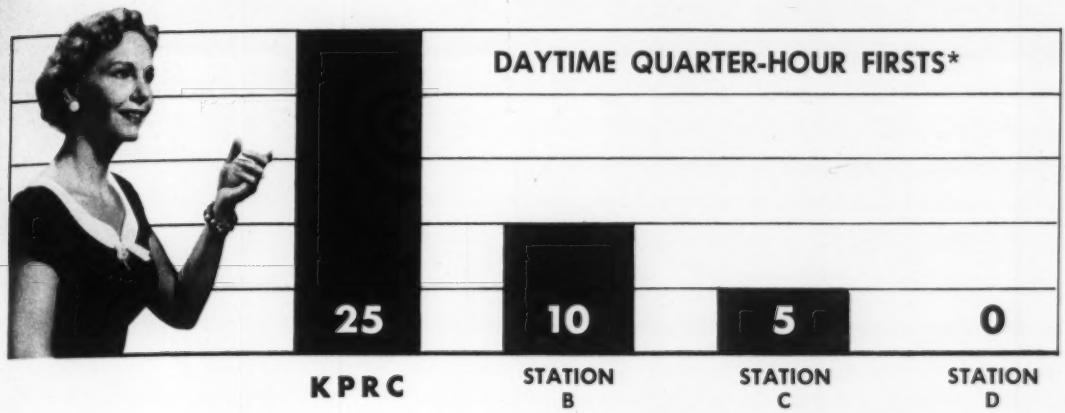
Roaming the entire Texas Gulf Coast Area, the KPRC Farm Department covers the Southwest's richest agricultural market from the grass roots up. Accurate, on-the-spot reporting of local happenings, as well as latest development on the regional and national scene, are reported daily on KPRC's farm newscasts. Farmers and ranchers profit by KPRC's up-to-the-minute market and weather reports. Rural listeners get the news they want and the facts they need on KPRC.

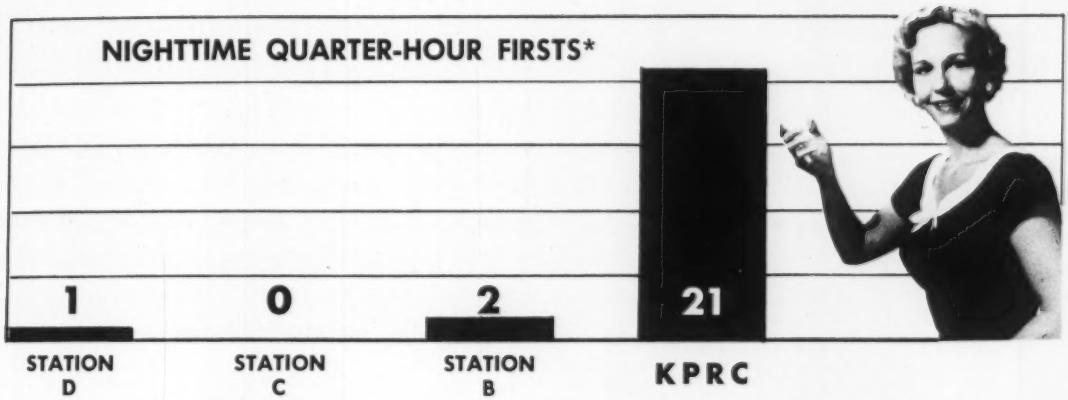
George Roesner, dean of Texas farm broadcasting and nationally recognized farm director, heads the Farm Department. Roesner, born and reared on the farm, is a graduate of Texas A & M College and has been engaged in farm broadcasting for the past thirteen years. Having been a vocational agriculture instructor and a poultry and livestock technician before entering radio, Roesner is well known and respected by thousands of Texas farm and ranch folks.

Aided by "Buck" Buchanan and one other full-time staffer, Roesner gives comprehensive coverage to livestock shows, conventions, banquets and many other rural events.

Rural folks listen to KPRC every day because KPRC is ALWAYS FIRST with accurate reporting of all the latest farm news!

KPRC...FIRST IN RATINGS...DAY AND NIGHT!

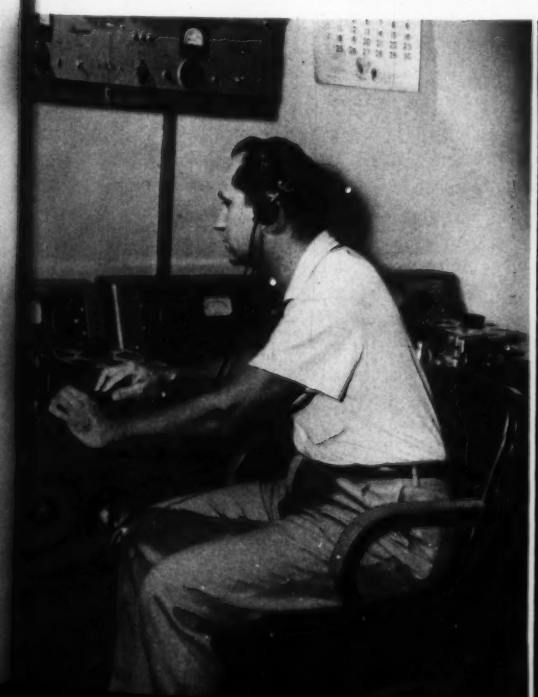




*Radio Pulse (Jan.-Feb., 1955) scores KPRC first by a landslide in day and night quarter-hour firsts. This is not new to advertisers who know radio in the Houston market. The overwhelming dominance of KPRC is proved time after time by radio rating services. With all ten top daytime shows and six of the ten top nighttime shows, KPRC, on its thirtieth anniversary, remains your best radio buy in the Gulf Coast Area!

FIRST IN FACILITIES

Radio KPRC has Houston's only complete broadcasting service. With the finest technical facilities, operated by experienced full-time technical and engineering personnel, KPRC sends a sharp, consistently clear signal to over 642,000 radio homes in its coverage area.



On its 30th anniversary, KPRC, with its experienced management and staff, offers the three essentials every radio buyer looks for . . . coverage, listenership and lowest cost-per-thousand. Every survey proves KPRC FIRST IN HOUSTON . . . THE SOUTH'S FIRST MARKET

KPRC

HOUSTON
950
ON YOUR
DIAL
5000 WATTS

NBC and **TQN** on the Gulf Coast
Jack Harris, Vice President and General Manager
Nationally Represented by **Edward Petry & Company**

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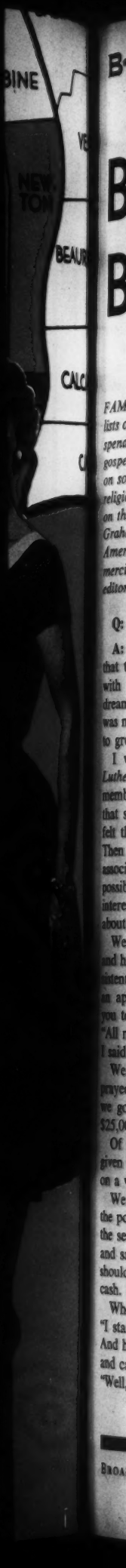
BINE
NEW-
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CALC

BILLY GRAHAM, BROADCASTER

FAMED as a preacher and undoubtedly one of the great evangelists of our time, Dr. Billy Graham also is a radio sponsor, currently spending at the rate of more than $1 million a year to spread the gospel across the nation through his Hour of Decision *broadcasts on some 900 ABC and MBS affiliated stations. He is preparing a religious series for Britain's new commercial tv service and plans on the use of this new broadcast medium at home next year. Dr. Graham tells how he uses broadcasting to sell religion to the American public, as another sponsor would use it to sell a commercial product or service, in this recorded interview with B•T editors.*

Q: Dr. Graham, how did you come to get started in radio?

A: Well, in 1949 we started our crusades in Los Angeles. At that time Jerry Beaven and George Wilson and I were connected with the Northwestern College in Minneapolis and we never dreamed that we would be in this type of work at all. Our work was more or less educational until that time when the crowds began to grow.

I was a great admirer of the late Dr. Walter Mair of the *Lutheran Hour* and I was in Boston when I heard that he died. I remember going to my room and getting on my knees and praying that someone would rise up to take his place in radio because I felt that he had a tremendous influence in this country in radio. Then the next year Mr. Walter Bennett, who had been closely associated with Dr. Mair, came to see me several times about the possibility of my going into radio. We told him that we were not interested, that we couldn't afford it, that we didn't know anything about radio and that it all sounded like too big a venture for us.

We were holding a crusade in Portland, Ore., and Mr. Bennett and his associate came out to see us again and they were quite persistent. I avoided him for about two weeks and wouldn't give him an appointment. Finally, one night, I said, "Now look, I want you to leave me alone. We're not going on radio." And he said "All right I'm going to catch the plane." And I said "Fine." Then I said, "Before you go, let's have a prayer together."

We got on our knees and I prayed a prayer that I have never prayed before or since. I said, "Oh, God, if it's your will that we go on radio before this night is over you put into my hand $25,000 and we'll take it as a sign."

Of course we all smiled at that. I had never even had $1,000 given to me for any cause prior to that. We were just working on a very small budget, so we left it that way.

Well, that night we had about 18,000 people and I just mentioned the possibility of going on radio. Then I addressed them and after the sermon I went back to the office and some people came to me and said, "We have suddenly had it laid upon our hearts that you should go on radio." And they handed me $24,000 in pledges and cash.

When I turned around, there stood Walter Bennett. He said, "I started to get on the plane but something said don't get on." And he said, "We were already up the steps" but he turned around and came back and cancelled his flight to Chicago. Then he said, "Well, you've got $24,000; there's an answer to your prayer." I said "No." I said, "We said $25,000. It could be a trick." And I went back to the hotel, we had some oysters. I went to the mailbox at a quarter 'till 12 and in the mailbox were two letters from separate parts of the country, each with $500 in it, saying we believe you should go on radio. And they had been mailed two days prior. One was from Texas and one, I've forgotten where the other one was from. So that's how we started.

Q: How did you start at that point? What did you do, now that you had the $25,000?

A: Well, we immediately told Mr. Bennett to go ahead and make the arrangements with the American Broadcasting Company and we started in about two months on a 13-week cycle, thinking we could only stay on 13 weeks. But during that 13 weeks interest began to increase across the country and we became encouraged to stay on and gradually our program grew. We took more and more stations and today I think we are on about 900 stations.

Q: Was your program format the same then as it is now, or did you have to do some experimenting?

A: I recall that when we first went on I said what style shall we use? The only radio I'd ever done had been an intimate style, a little Chicago program called *Songs in the Night* that we had started a few years before. I just talked quietly and intimately late at night with an organ background.

So I said to Walter, I want all the news commentators that you can get me, their Hooperrating and Nielsen Index, or whatever it was at that time. I want to see what style goes over in news broadcasting because that's talking that's getting a message over. And I found that Drew Pearson and Walter Winchell and men like that with this tremendous powerful drive and rapid style had the high indexes. And so I said, well, that's the style I'm going to use. And so I started out.

I read it. Every word of it is read usually, which has been carefully prepared ahead of time. I'd been giving it in a rapid style. But when I went to England two years ago I slowed down and I've been gradually changing pace to slow down just a bit. Whether I'm wise or not I don't know, it may be that I'm growing older. But I just don't feel it any more in the rapid style, so that's the reason that I use the particular technique that I do use. We did it deliberately to try to get over the message to the people.

Q: When was this, Dr. Graham, that you first started your network broadcasts?

A: In November 1950. We've been on the ABC network ever since that time and now we're on Mutual as well as ABC.

Q: That's on a regular commercial basis?

A: That's on a regular commercial basis.

Q: How much is your overall budget for radio and television time?

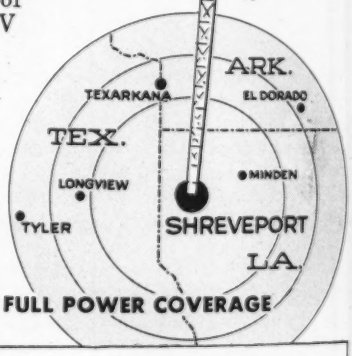
PUT MINE ON KSLA
CHANNEL 12—SHREVEPORT

316,000 WATTS — LOUISIANA'S TALLEST TOWER — EARLY FALL

to win with FULL 316,000 WATTS POWER coming in early fall. Maximum coverage of the Ark-La-Tex from Louisiana's tallest tower!

to place advertising at Shreveport's LOWEST TV COST PER 1,000 because LOW 1955 rates are in effect for established clients HALF-WAY THROUGH 1956!

to show adjacent to CBS-ABC and established local programs . . . backed by the 19 months experience of Shreveport's FIRST TV station.



Let your Raymer Man put you on the inside track!

CBS TELEVISION NETWORK
ABC

KSLA CHANNEL **12**
FIRST IN SHREVEPORT, LOUISIANA

PAUL H. RAYMER CO., INC. / NATIONAL REPRESENTATIVES

A: I'm not sure of the exact amount. I think it is in the neighborhood of a million dollars a year, or maybe a little more.

Q: That is for time alone?

A: Time, yes, and engineering and line charges, because you see we originate wherever we are and those line charges are very, very high. For example, when we were in Britain we did our programs there and they came through here.

Q: How large a staff do you maintain for your broadcast work, aside from other activities?

A: We don't maintain any staff exclusively for broadcast work, because the team that travels with me—there are a group of us that go from city to city for these various crusades and meetings—that team also does our broadcasts. We only use about four or five people on our programs, other than a choir. We usually use a local choir wherever we are and they furnish some of the music.

Q: You don't carry a choir with you?

A: Oh, no. We couldn't possibly afford that.

Q: How are your broadcasts financed?

A: Many people wonder where the money comes from to support them. Some of it comes from listeners who just write in and send contributions.

Q: Is there any suggestion in any of your broadcasts or telecasts that they send contributions?

A: No. Never anything like that.

Q: Are you incorporated?

A: Yes. We are incorporated as a non-profit corporation in Minneapolis that handles our funds.

Dr. Graham faces B•T editors. L to r (around desk): Sol Taishoff, editor and publisher; J. Frank Beatty and Bruce Robertson, senior editors, and associate editor Earl B. Abrams. In foreground is managing editor Edwin H. James. Questions and answers were transcribed by tape recording.

Q: What is the name of that organization?

A: The Billy Graham Evangelistic Association. We probably should change the name, but that's the way we started.

Q: And your listeners support it?

A: Some of the funds do come from listeners, but by far the majority of our funds come from people and friends that we have met in our tours who help us each year to meet our budget.

Q: Do they just mail the funds to the Minneapolis organization?

A: Yes, that's correct. Yes, we write letters to quite a number of our friends from time to time and most of our gifts—this would be a surprise to most people—are rather small. A lot of people contribute rather small gifts.

Q: Do you have any idea how many people might contribute in the course of a year?

A: I have no idea at all.

Q: If this isn't a prying question, does the organization pay you a salary as talent for broadcasting?

A: No. I receive a salary from the organization for all of my appearances. I receive $15,000 a year and for all of my speaking engagements wherever I go anywhere in the country, or the world, for that matter, I receive no honorariums or salary or remuneration. If any place does pay me, they give it to the foundation and it's applied toward my salary.

Q: Do you place time through an advertising agency?

A: That's correct, yes.

Q: What agency is it?

A: The Walter F. Bennett Co.

Q: Referring to the advertising question, do you use any other paid advertising media, newspapers, magazines?

A: No, I don't believe we do.

Q: You use radio exclusively, with television to be added?

A: Yes.

Q: There was a report from Hollywood the other day that you might appear on one of the Colgate Sunday evening *Variety Hour* programs this fall.

A: I haven't heard about that.

Q: Have you found any commercial sponsors who might be interested in underwriting your radio or television work?

A: Yes, we have been approached. In fact, I should say that probably no week goes by but what we have some approach made for commercializing our program, either on a local basis or, on occasion, a national basis. As yet we haven't made that decision. We have been giving it very serious thought, particularly as regards to television. We haven't really decided what we're going to do about that because we have been approached to go on as Bishop Sheen has done, on a commercial basis. If we did that it would be with the understanding, as he does, that any remuneration or any salary would go to charity or some religious cause. I wouldn't be interested on any other basis.

Q: But you haven't definitely decided yet?

A: No. You see, we've been invited—and have accepted the invitation—to become the only religious program on the new commercial television in Great Britain beginning in September. We will be on every Sunday night at 10:30. We are not purchasing that time. They are; they've invited us; they pay all the bills, but there's no advertising connected with it.

Q: Is that going to be on film?

A: Yes, that'll be filmed. We've already made three films and it'll be on every other Sunday night until we can make more films and then it will be on probably every Sunday night.

Q: Is that 15 minutes or a half-hour?

A: That's 15 minutes. We have one song and then I give a very

brief talk. Later, we probably will bring those same films and use them here in this country, either on a spot release or on a network. We don't know yet.

Q: You have some films that have been used here?

A: Yes, we were on television here for three years. We went on about 40 stations, about three years ago when television was really new, in an effort to learn how to reach the people and to use the medium of television. We found out that television was not film and it wasn't radio. It's a medium all of its own. I'm afraid that at that time we did not have a formula that was successful, but I believe that the new formula we have worked out in Britain is much better.

Q: Can you give us a comparison of what you had done in this country and how it's going to be done in England?

SIMPLICITY AND INTIMACY

A: Well, I feel that in the matter of religious television, at least as far as I'm concerned, simplicity is much better. We went to Hollywood and made films in which we used a great many props, a great many scenes, and we tried to dress it up and glamourize it just a bit to give background to it and then I tried to talk with the camera a long range away. In other words, it was a long way off and it took me all in and then they had me stand up and deliver a very dynamic talk. But after some period of time I began to doubt that method and I began to realize more and more that we were coming into the homes of people, to talk very confidentially and quietly to them. So now when we're on television, and we learned this particularly in Britain on the BBC, the camera comes right in and just takes my full face into the screen and I talk quietly, just as though I'm talking to one person and reasoning with him.

Q: In other words, you make it an intimate thing rather than . . . ?

A: Very intimate, yes. That's correct. And the interest of the British audience, at least, was far beyond our expectations—or BBC's, for that matter. On Good Friday the BBC put us on for an hour which they said publicly had the second largest audience in the history of BBC, next to the Coronation. We read stories in the press the next day about pubs where men were putting down their beer and just sitting there, glued, and how pub owners everywhere said that they sold less beer during that hour than any hour on Good Friday.

So there is a way, although I personally do not believe that as yet religion has properly utilized the possibilities of television. I think that that is my observation both here and in Great Britain.

Q: Can you tell us who approached you on the matter of a Bishop Sheen type of broadcast?

A: No, because there have been many approaches from quite a number of companies. They have approached us through agents. There are also two networks that have talked to us about it, both before I went to England in February this last trip and since I have returned they have been in contact with us again. I don't think that I would be free to say anything about it, because any release would have to come from them.

Q: Did I understand that you have not yet made a final decision?

A: No, because having received the invitation and made the decision to go on British television has somewhat altered our plans. The program that is being made for Britain could easily be adapted to commercial television here and we are going to give that a great deal of thought and discussion during the next two or three weeks. Those films that we have already made will be here shortly and we believe that they are the very finest films that have ever been made for television. It's some new system that they have in England. I'm not quite sure that I know what it is but they say that American television has been trying to get it and hasn't been able to work out the legal problems yet. Somehow they film it on a tube and it's absolutely magnificent.

Q: Returning to the television sponsorship outlook, when do you think you will make a decision?

A: I imagine it will be within the next six weeks.

Q: In time for the fall season?

A: No. If we do start we probably wouldn't start until sometime in January because I'm completely filled up. We won't be making any more television films until we go back to Britain in November.

Q: Is it your intention that your television program will be a filmed program or a live . . . ?

A: It will be partially filmed and partially live. Where we can do it live we'll do it live, but otherwise it'll be filmed and they'll be undated. In other words, I'm not going to discuss current topics.

Q: Do you foresee it as a Sunday program?

A: I don't know. I would like personally to go on a network and try to buck one of these top rated shows because I'm of the opinion that a little dent could be made. I wouldn't be afraid to go opposite anything because I believe there are enough people interested in what we're going to try to say.

Q: Bishop Sheen took on Berle on Tuesdays; the next step is for you to take on Gleason on . . .

Q: Or Bishop Sheen.

A: I would much rather tackle Gleason.

Q: Dr. Graham, do you think religion has been more successful in using radio than tv?

A: Yes, because we've had 25 or 30 years of religious radio to experiment in. When we went on radio I didn't know exactly what method and what approach to use.

Q: Would you consider your broadcasting, the fact that you reach such a vast audience in radio, an element in your success, or would you have gained the same results anyway?

A: Here is the great value of radio. It has allowed us week after week to inform thousands of Christian people of all denominations of the work that we are doing. Therefore we have built up a tremendous backing of prayers. I am a great believer that the success that we have had has been in answer to the prayers of our radio friends. This radio program has allowed us to go into their homes week by week and they have followed us and our various activities and they could pray and we have thousands of people that write us every week and say "We're praying, we're praying."

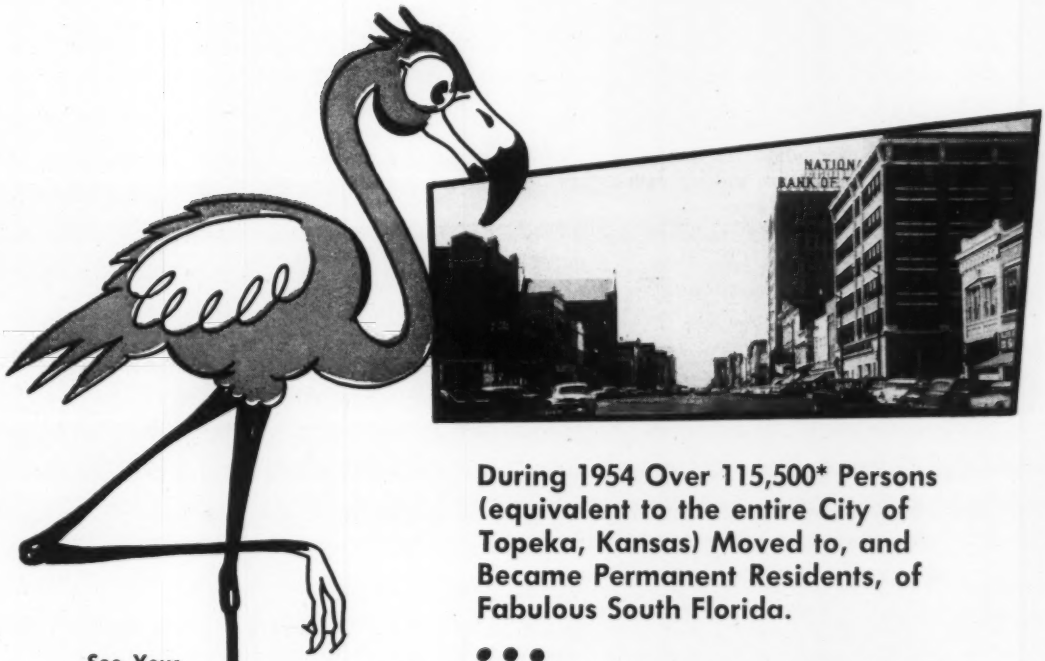
I believe the London and Glasgow meetings were a success because of the prayer support of our radio audience.

Q: There seems to be an upsurge in religious interest all over this country certainly. Do you think that any of that is due to your radio activity?

A: I would say that one of the great factors in the religious renaissance that is on in the United States now is religious radio. I certainly do not claim that our program, *The Hour of Decision*, is responsible for it, although I believe it has made a small contribution. But there are many religious programs that I think are

HAPPENS EVERY YEAR!

just as though Topeka, Kansas moved to South Florida



During 1954 Over 115,500* Persons (equivalent to the entire City of Topeka, Kansas) Moved to, and Became Permanent Residents, of Fabulous South Florida.

• • •

THIS MARKET NOW CONTAINS 1,185,200 PEOPLE

• • •

For your best sales results use WTVJ, Channel 4, MIAMI . . . The only TV station giving complete coverage of the entire market.

See Your Free & Peters Colonel Now

* Sales Management 1955

CBS TELEVISION NETWORK

Basic Affiliate

WTVJ Channel 4

MIAMI

FLORIDA'S FIRST TELEVISION STATION

100,000 Watts Power—1,000 ft. Tower

quite outstanding in reaching the people. We have had in this country religious radio for nearly 30 years that has brought the Gospel of Christ into the homes of millions of people. I think that that is one of the great factors at the moment in leading to this religious renaissance in the country.

Eighty percent of the American people, if you exclude children who are not eligible for certain communions, are members of a church. Ninety-nine percent of the people now believe in God, according to *The Catholic Digest*. Religious books outsold all other books last year three to one. The government officials in Washington, such as the President, are attending church every Sunday, which we haven't had in recent years on such a faithful scale. And the religious films that are coming out of Hollywood indicate the tremendous interest in religion throughout the United States at the moment. I certainly believe that one of the great contributing factors has been radio, that is religious radio, and now, to a lesser degree, television.

Q: Do you get many communications from the radio audience? Just letters?

A: Yes we do, although it's difficult to tell how many come from the radio audience because I write a daily newspaper column in a little over a hundred newspapers every day. It's in some of the major papers in the country six days a week and it's called "My Answer." People write in questions and I answer them and all of that mail is directed to our Minneapolis office. So what comes from radio and what comes from the newspaper column or just our meetings and general interest is difficult for me to say. But we do get several thousand letters a week.

"GOD, if it's your will that we go on radio . . . put into my hand $25,000"

Q: With all these newspaper columns, sermons, broadcasts, travel and telecasts, how in the world do you find time to put it all together?

A: First of all, the Bible says that "as thy day so shall thy strength be." All of my work, in my opinion, is dependent upon God. I have no explanation for the great crowds that come, for the interest in what we're doing, except the Spirit of God. That's the first thing.

Secondly, our work is highly organized. I'm just a preacher, but every department is carefully organized. Everybody has his responsibilities. For example, the responsibility for our radio program lies largely with Cliff Barrows and all I do is present the message each week. So I spend all of my time preparing messages, studying and writing. I should say that 90% of my time is taken up with studying and writing and preaching. All the rest of it is handled by other men.

Q: If you were approaching a broadcast assignment at four o'clock . . .

A: Which I am doing immediately when I leave here . . .

Q: Well, now, have you laid it out?

A: I've got it right here, all written out in manuscript form.

Q: Dr. Graham, I notice that one of the newspaper interviews said that you were interested in juvenile delinquency.

A: Yes, very much so.

Q: What is your attitude with regard to radio and television and any impact they might have on juvenile delinquency?

A: Well, of course, I'm one of those that has been of the opinion that particularly in television we have had too many crime programs that have not lent themselves to the development of our young people morally and spiritually. I feel that we have not had enough of the educational type of programs. I believe that moral and spiritual values to our young people are vitally important. Our young people are more than just bodies and minds to be developed, they've got souls. I think that television and radio could do a great deal along that line. It already has done a great deal, but I think that some of it has been dissipated by so much of the crime that has been on television, in particular.

Q: Do you think, then, if there is a juvenile delinquency problem, that television has a major share in that blame or is it just another factor?

A: No. I would say that television has a share in that blame, but certainly not a major share. I think even more potent than television have been some of our comic books and a great deal of the literature that you can buy on the stands today that our young people are reading. Another factor which is even more powerful is the lack of discipline in the home and home rearing. I would say that television is a factor, but it is a very small factor in comparison to the many other factors that contribute to juvenile delinquency.

We've just made a tour of American Army bases in Europe and the commanders told us this, that any soldier who has a disciplinary problem usually came from a broken home or from a home where there was lack of discipline. They said that almost all of them could be traced to that. So I think that the breakdown in the average American home is the greatest single contributing factor to the juvenile delinquency problem. But I do believe that television and radio have a tremendous responsibility in trying to help remedy this situation.

Q: Dr. Graham, you just mentioned Europe. You said earlier you were going to tell us something about the differences that you found in broadcasting conditions over there as compared with those in our country. What is the thing that comes to mind as the most outstanding difference between European or Asiatic broadcasting and broadcasting here?

A: Well, it's difficult for me to make any comparison except with Great Britain, since I do not understand the languages of these other places. In some ways I think that British television—I'm speaking of television at the moment—is probably ahead of us in some things. Particularly their dramatic lighting and their contrasting black and white, which to me is something that I haven't seen so much of in the United States.

Pulse Pounds it Home:

"Clearly Nashville's #1 TV Station"

- Of the top 10 once-a-week shows in this market, 10 are on WSM-TV.*
- Of the top 10 multi-weekly shows in this market, 10 are on WSM-TV.*
- Of the top 25 shows in this market, 23 are on WSM-TV.*
- WSM-TV not only dominates the audience in all listening periods measured, but also – during the most popular TV viewing time (6 p.m. to midnight Monday through Friday) – WSM-TV has a larger audience than the other two VHF Nashville TV stations combined.*

* Survey by The Pulse, Inc., April, 1955

WSM-TV Channel 4

NBC-TV Affiliate • Nashville, Tennessee

Sioux City Sue favors the rectangular look

Fashion plays a large part in Sioux City Sue's life — she keeps a close eye on the Paris couturiers — but this particular "look" refers to the shape of TV screens, not clothes.

Sue (plus 152,875 of her 204,500 neighbor families) owns a TV set, and television fashions a lot of her spare time. She's an inveterate viewer, true — but discriminating, too. She looks mostly at KVTV Channel 9.

A recent Telepulse Survey clearly pointed to Sue's viewing preference — KVTV rated a 77% share of audience from 6 to 12 weeknights . . . with the top 10 shows plus the top 23, and 24 of the top 25!

To set the style for advertisers, this should be titled "Sioux City Sue favors KVTV Channel 9". But no matter if the moral hit home . . . the best way to reach Sue and her $991 million buying income is KVTV television.

Your Katz man is as close to you as your telephone.

CBS • ABC

KVTV Channel 9

Sioux City, Iowa

Serving Iowa's 2nd largest market.

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, Advertising Director.

I think competition is good. American television and radio indicate that and I think the British are beginning to realize that competition is good because the new commercial television in Britain is making the BBC revamp its entire schedule of programs, its personnel, in order to give the British public a better type of program.

Everywhere we went on the continent we would ask people about television and most everywhere they would say it's not worth watching. The people did. Whether that's true in all countries or not, I doubt. Certainly there are some very good programs in Great Britain. Particularly was I impressed with the British news coverage. In fact, newspaper reporters in Europe that have been there for many years say that they believe it's the best news coverage in the whole world. And also, BBC radio news coverage is excellent. But I am still in favor of competition. I think it produces better programming and I think that probably the codes of decency that we have here in this country are very, very good.

Q: You mean the NARTB Radio Standards of Practice and the Television Code?

A: That's right.

Q: Considering your busy schedule do you get much time to watch television? Or listen to radio?

A: No. I do some, but not much.

Q: About how much would you say on the average you do manage to steal away from other pursuits to watch television in an average week?

A: Well, as I said, most of my time during the past two years has been spent in Britain and I've seen just a very little television here, but I listened to the radio a great deal, particularly the newscasts. And here in this country, in the place where I live, we can get only one station so we're not very much a judge. I have to go by what I read and what I see and hear others say.

Q: Where do you live?

A: In the little town of Montreat which is a small village outside of Asheville, N. C.

Q: Do you think that the use of television and radio will ever take the place of individual public personal preaching?

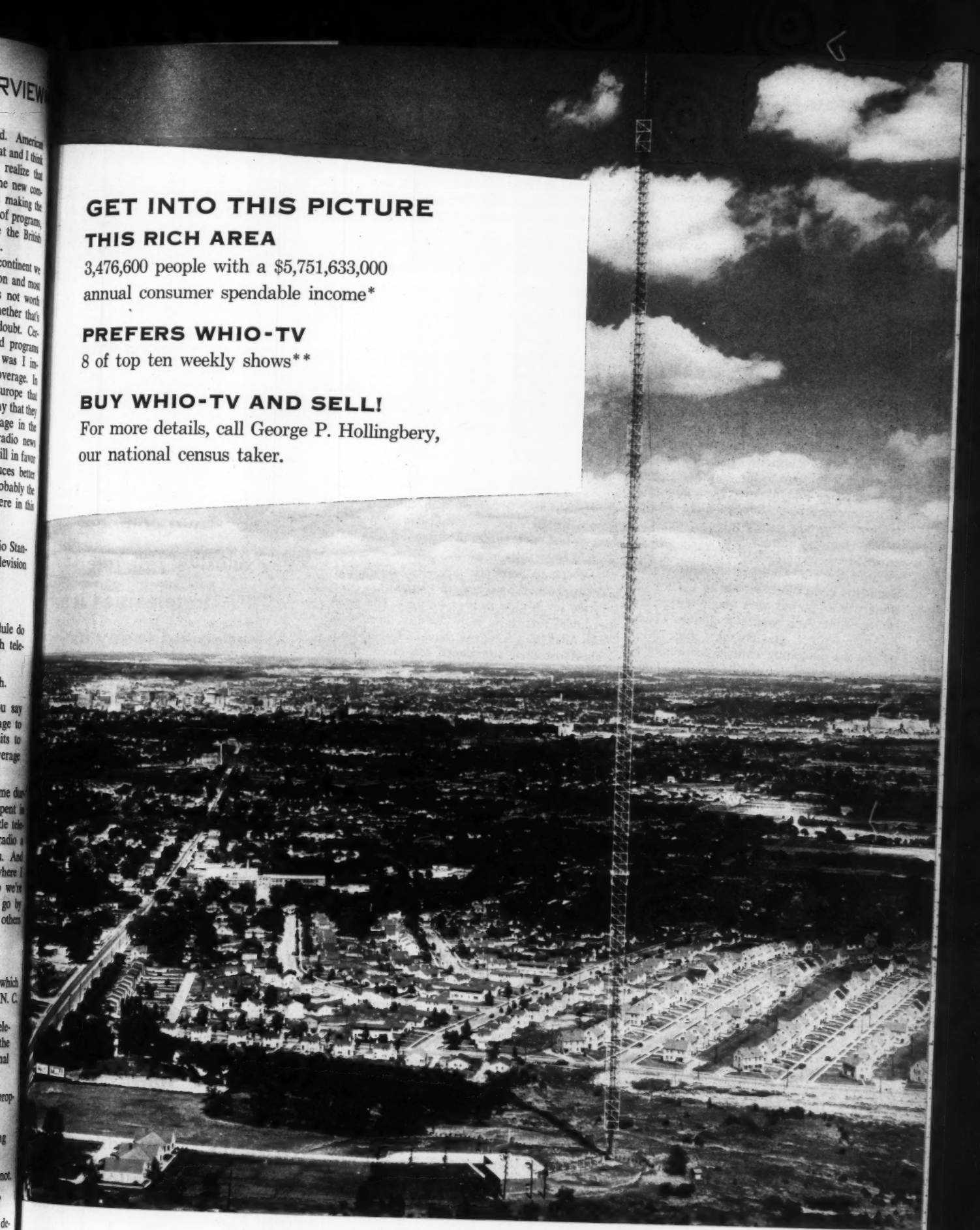
A: No, I don't think so. I think if properly used it will help it.

Q: We won't be going to church sitting at home?

A: I don't think so. At least, I hope not.

Q: Do you want to develop that idea?

A: I would like to say that with the development of television and radio in this



GET INTO THIS PICTURE

THIS RICH AREA

3,476,600 people with a $5,751,633,000 annual consumer spendable income*

PREFERS WHIO-TV

8 of top ten weekly shows**

BUY WHIO-TV AND SELL!

For more details, call George P. Hollingbery, our national census taker.

CHANNEL 7 DAYTON, OHIO

ONE OF AMERICA'S GREAT AREA STATIONS

*1955 Consumer Markets
**June, 1955 Pulse Report

whio-tv
CBS

country, church attendance has shown a remarkable increase. However, I believe some ministers are reporting that their Sunday night congregations are down. Some ministers are reporting anywhere from ten percent to forty percent decrease in certain areas and they attribute that partially to television. I'm not so sure that it's altogether television.

Q: Wasn't that true before tv?

A: I'm sorry, I cannot answer that. I just don't know. I discussed this in my visit back home a year ago and talked to quite a number of clergymen about it and they did say that television was a factor. Personally I think the church is going to have to rethink its Sunday evening program, either having a midweek program or having it earlier Sunday afternoon. I don't know the answer, but it seems to me that there's going to have to be a rethinking process because in the average place Sunday night services are not altogether successful.

Now Sunday morning congregations are crowded everywhere. We're having the largest attendance in American history. We talk about the good old days, but in the Revolutionary War period only about ten percent of the Americans went to church. Today it's many times greater than that. More people are attending church per capita today, Protestant, Catholic, and Jewish churches, than ever before in American history.

Q: Didn't they use to blame the automobile for the drop in Sunday evening church attendance? People spent less time at home, they visited more on a Sunday evening . . .

A: I think that's true. I think the motor car, the theatres open on Sunday which we didn't have some years ago, the radio and now television, all of these must be faced realistically. They are competition for a man's time on Sunday evening.

There was a time when the church might have been about the only thing open in a village or town, particularly in the rural areas. But that's no longer true. Now even the farmer has entertainment in the town near him. He can get to it in a motor car. He can take a drive in the evening. He can go great distances to see his relatives.

As someone said to me this past week, I think it was, yes, Mr. Louis B. Mayer. We were on the boat and he said that the great competition that we all have today, the great thing we're all facing today, is the competition for a man's time. It's not competition with each other.

Today a book has to be a top book to get a man to read it, it's got to be a top film to get people to see it, and everyone has to be the best if they're going to get that hour of a man's time because the competition for the 24 hours he has is really keen when he spends eight hours working and eight hours sleeping and he only has eight hours off. What part of that eight hours can *you* get out of a man's time?

Q: Dr. Graham, you said you're going back to Europe. When?

A: We will be going back the latter part of October, when I'm holding a week's mission at Cambridge University. Then we go to Oxford University and will stay in London and make some of these films.

Q: It seems to be quite a current fad of the Kremlin inviting distinguished Americans behind the Curtain. Have you been invited?

A: We have been approached and talked to by Russian leaders, yes.

Q: Are you going?

A: I am not prepared to give an answer to that yet.

Q: There were great evangelists before the radio-tv era, like Sankey and Moody. What do you think they would have accomplished if they had some of the media that we have now, such as radio?

A: That's certainly very, very difficult to answer, because each man, I think, has been raised up in God in his own age. The great problem that those men faced in those days was that they did not have amplification. Therefore their attendance was much smaller in comparison to those of modern day evangelists or ministers. But they also had one other factor in their favor—they did not have the keen competition of these other means of amusement and so forth. Though transportation has probably taken away from these meetings, yet at the same time it has allowed people from great distances to come, too, and so they counter-balance each other. I think that those men would have had to adjust themselves a great deal because it's altogether different in talking on radio and television than in trying to hold the attention of a vast audience. It's a different approach and a different technique.

BIOGRAPHY

BORN (37 years ago) on a farm near Charlotte, N. C., William Franklin Graham Jr. cut his business teeth as a Fuller brush salesman. Attended Bob Jones College and Florida Bible Institute, doing his first preaching at a Tampa mission. Ordained a minister by the St. Johns Baptist Assn. of Northern Florida, he won a scholarship to Wheaton College in Illinois, earning an A.B. in anthropology. After a year as pastor of a church in Western Spring, Ill., he joined "Youth for Christ," organized to combat juvenile delinquency. In 1946 he became president of Northwestern College in Minneapolis. Two years later he became an evangelist and in 1950 began using radio to reach a nationwide audience. Dr. Graham lives with his wife, Ruth Bell Graham, and their four children in Montreat, N. C.

IN MAY, 1949 WE ASKED QUESTION.....

Television has come a long way since then...

but the principle of specialized representation by a company exclusively devoted to television is as sound today as it was then.

Harrington, Righter and Parsons, Inc.

national representatives for

WROW-TV	**Albany**
WAAM	**Baltimore**
WBEN-TV	**Buffalo**
WJRT	**Flint**
WFMY-TV	**Greensboro**
WTPA	**Harrisburg**
WDAF-TV	**Kansas City**
WHAS-TV	**Louisville**
WTMJ-TV	**Milwaukee**
WMTW	**Mt. Washington**
WSYR-TV	**Syracuse**

Does Television Deserve Stepchild Representation?

This is addressed to those people who have had the courage to invest millions of dollars in this new medium of television. You've invested money in towers, sites and technical equipment, you've planned the programming, set up technical staffs that had to be schooled, you've organized your business and local sales structures and you took for granted that your sales representation was as soundly planned as all your other planning.

Television is different

No one has to tell you that this "newest medium" is *different*. It is no stepchild of radio by a long shot. It is unto itself. It is the most powerful medium yet developed. You appreciate this, or you would not have put the huge sums into it you have. Let's not kid ourselves. Television is competitive to all media—magazines, newspapers, supplements, outdoor, radio, network and spot. The public knows it's competitive. You know it from your own experience with your own set at home. No one yet has figured a way to read a magazine and look at a television set at the same time.

Television has arrived

Agencies are showing their clients how television right now is an economical advertising buy on a dollar basis. Advertisers are not only anxious but well aware they must get into television to protect their trade positions. But whom can their agencies turn to for full-time advice, full-time service and information?

National advertisers and their agencies have always been well informed on media, but have little or no information on television stations and have a hard time getting it. In many cases they have had to go direct to you for it.

Ask yourself these questions:

★ *Does your representative have the same faith and confidence in the television medium you have?*

★ *Is your representative making any investment such as you have in the future of television?*

★ *Is your representative providing the television manpower necessary?*

★ *Is your representative giving you the adequate sales effort you need?*

★ *How well has your representative familiarized himself with your local television operation?*

The answers to these questions are all too clear. More than a few representatives have actually stated that they wished television had never happened and would give plenty to get the guy who invented it. Your representative today is taking the easy way out—is doing as little for you as fits *his* pocketbook. And, this is all too understandable.

They have done well with AM. They have worked hard and long and built up a prosperous organization. You can't blame them for not wanting to start all over again. After all, life's too short. They've made their money. Television today is only a headache and an expense to them.

Furthermore, let's face the facts about what REALLY happens when a radio representative sets up a TV Department within his own organization. Both cannot get the services of the best people—the full-time wholehearted application that's required to do a real job. From the management level right down the line AM or TV or both *must* suffer.

How do you come out?

You have a big investment in TV. You expect TV to develop into the greatest advertising medium ever, but you need help. You need sales help that means the kind of manpower that can give you intelligent service in the national field *full time*. Your story must be told to advertisers and their agencies with aggressiveness, experience, ability and a singleness of purpose. You need a specialized organization to help solve the complex problems arising in television—problems that have never arisen before in advertising. You need the *undivided* attention of a company for the efficient development of new accounts that find television a natural but who have found other consumer media difficult to use. You need an organization whose conscience is clear on television, one that is not torn between the other older media and the new.

Now's the time

Why wait? You can get what you need now. Ours is an organization with the know-how to provide effective and *active* service. It's a young company looking to the future with conviction and confidence in television. *Our revenue and business future depend solely on television.*

HARRINGTON, RIGHTER & PARSONS is not complicated with radio and/or newspaper problems which thwart your television progress in the national field. Further, we have the stability and interest to do the sound selling job you need in television.

Harrington, Righter & Parsons, Inc.

THE FIRST INDEPENDENT TELEVISION STATION REPRESENTATIVE

KNOW WHAT AMERICA HAS MORE

You can't see it — but you certainly can't get along without it.
It covers 3,022,387 square miles and it's about
34½ miles deep. In sheer cubic area, that's over 105¼
million square miles of the stuff!
By volume, over three-fourths is nitrogen. 21% is oxygen,
plus a 1% soupçon of argon (and some scantling
amounts of hydrogen, carbon dioxide, neon,
helium, krypton and xeon).
Sure . . **it's air** — our greatest, most plentiful resource.
And no matter where you go in this enormous United States,
it's **also** charged with another very vital element.

RADIO!

Air is what we've got most of. Next is customers. The average American family has 3.66 customers. It also has 2.5 radio sets. Back in 1948 (when TV was just starting to flex its silken biceps) the average was only about 1.8.

Radio today, more than ever, is an integral part of daily living in more homes than any other single necessity except the knife and fork. Nothing, including eyeglasses, is so universal.

Naturally, perhaps, we've come to take radio for granted — just as we do the air we can't see either (but breathe). Air exerts a pressure of about 15 pounds per square inch. But radio exerts a pressure upon America's buying atmosphere that's gigantic beyond our facilities to measure it.

Some smart advertisers, though, are re-discovering that you don't have to see radio to profit from its universal wallop. Where they are going, others are starting to follow.

We call this **"Radio's Resurgence"**.

So will you when you read September 19's special issue of **Broadcasting-Telecasting** — a cogently assembled report that helps bring the terrific dimensions of Radio-1955 down to graspable proportions.

The facts will open eyes. Even more important, they can re-open media minds to productive assignments for America's most pervasive (and, per dollar invested, **persuasive**) link between those who sell and the millions who buy.

...AN ANYTHING ELSE?

...e report so complete . . so essential ... advertisers and their agencies ... give it preferred desktop space for many ...nths to come. If you are part of radio's ...urgence, it follows that your message ...ould be part of this special **Broadcasting-Telecasting** issue. ...here is still time — but not much. September ...3 is deadline for proofs; September 9 is ...he day we lock up the forms. It takes no ...premium to be represented in its pages. ...Regular rates and ...mechanical specifications prevail. ...Write us . . wire us . . call us — but reserve ...he optimum position for your message. ...Like the air you breathe, this round-up of **"Radio's Resurgence"** is something ...nobody who has a stake in radio can ...get along without!

The Year's Most Complete, Most Authoritative Report on Radio's Steady Come-Back. Among its valuable contents you'll find:

- report on radio's financial position.
- analysis of trends in station and network rates.
- radio's most outstanding, most recent success stories (by advertiser categories).
- a recorded interview with a major radio advertiser.
- a recorded interview with a major advertising agency executive.
- outline of current radio listening trends (including out-of-home listening), compiled from latest research sources.
- report on today's national spot business, based upon findings of station representatives.
- a psychologist's study of radio's advertising advantages over television.
- resume of radio set production and sales.
- analysis of radio advertising's future and potentials in the U. S. economy.

In short — solid facts that explain radio's all-encompassing resurgence . . that point to its sound future. A graphic framework, too, in which to display what you offer today's planners and buyers of advertising!

PUBLICATION DATE: September 19
FINAL DEADLINE: September 9
SPACE RESERVATION DATE: No time like **TODAY!**

BROADCASTING • TELECASTING

1735 De Sales Street, Washington 6, D. C.

25 YEARS OF FARM RADIO

SERVICE TO THE LISTENER HIGHLIGHTS WTAG'S EXTENSION SHOW

A NEW program format has helped the Worcester County (Mass.) Extension Service kick off its 25th year of radio broadcasting.

Probably the longest-running Extension Service program in the nation, the Worcester County *Farm Roundup* has been aired continuously since 1930 as a public service sustainer over WTAG Worcester. Located in a highly industrialized area, the Worcester County staff must entertain and inform not only the full-time farmer, but also the city apartment dweller and suburban backyard gardener. The program's new 20-minute format permits such diversity.

Charles W. Turner, County Extension director, is master of ceremonies for the three-part program, aired 6:05-6:25 a.m. The first segment brings to the listener timely information from urban house and grounds agent, Lewis Hodgkinson. The second portion is conducted by one of four home agents, and includes, as its weekly feature, the "best food buys," presented by agent Mildred Thomas. The third and final daily feature is agricultural news, replaced each Wednesday by news of Worcester County's 4-H clubs.

Between segments of the program, Turner announces coming meetings and events, and WTAG announcers give up-to-the-minute weather information. A complex recording schedule makes it possible to tape the three segments on different days of the week.

"We realize that ours is a moving audience," he says. "They're not just sitting and listening specifically to our program. They're waking up, getting breakfast, doing dishes, driving the car and milking cows. We use four voices (five, really, counting the weather announcer's) during the 20 minutes, to keeping changing the pace, bringing this moving audience back to attention."

Mr. Turner values very highly the Extension-WTAG relationship. "We've yet to come up with a reasonable request that they haven't followed through," he says.

In times of emergency, especially, this relationship is invaluable. When a tornado devastated much of the county in 1953, a "Worcester County Farmer's Relief Fund," sponsored by Extension Service, was promoted by WTAG with remarkable success. Again, when hurricane "Carol" ripped across Massachusetts last summer, advice on emergency food care, building repairs, etc., from University and County Extension personnel, reached Worcester County residents from WTAG within hours.

Another highlight of the radio services performed by Worcester Extension personnel has been the daily "crop pest control messages" broadcast during the growing season. Extension fruit specialists make an early-morning check of orchards in the area. Then they telephone spray recommendations to the station, and a telephone recording of the message is used during a WTAG newscast. It reaches fruit growers at a time when advance notice of just a few hours may mean the saving of several thousands of dollars by preventing insect damage.

WTAG management says of the Worcester County Extension effort, "The Farm Roundup has furnished central New England listeners not only with vital information for successful farming but with workable suggestions for better, happier and more comfortable living."

Any long-time resident of Worcester County will testify to the accuracy of that opinion.

AT TOP: the Worcester County Extension staff prepares to broadcast a special anniversary program in observance of the 25th year of "Farm Roundup" on WTAG. L to r: seated, William Goss, horticulture specialist; Mildred Thomas, home agent; Charles W. Turner, county extension director; standing, Evangeline D. Standish, associate county club agent; Lewis Hodgkinson, urban house and grounds agent, and Herbert L. Krueger, WTAG general manager.

DEPARTMENT STORES AND TV

"THERE definitely is a place in department store advertising for television."

That's the conclusion reached by Stanley Cox, general manager of Diebel & Co., department store in Saginaw, Mich., following the store's first use of television in a one-week test campaign on WKNX-TV in that city.

The occasion was Diebel's annual Spring Carnival of Housewares Sale. The promotion began on Sunday, March 13, and continued until Friday, March 18. This year $388 was spent for tv, $787 for newspaper advertising, a combined total of $350 less than the $1,525 spent for newspaper ads alone during the 1954 sale.

Last year, Diebel's had no competition during the sale week; six large newspaper ads were placed competitively this year. This year's sale week was two weeks closer to Easter than in 1954. Last year there was a bus strike on at sale time; this year the busses were running.

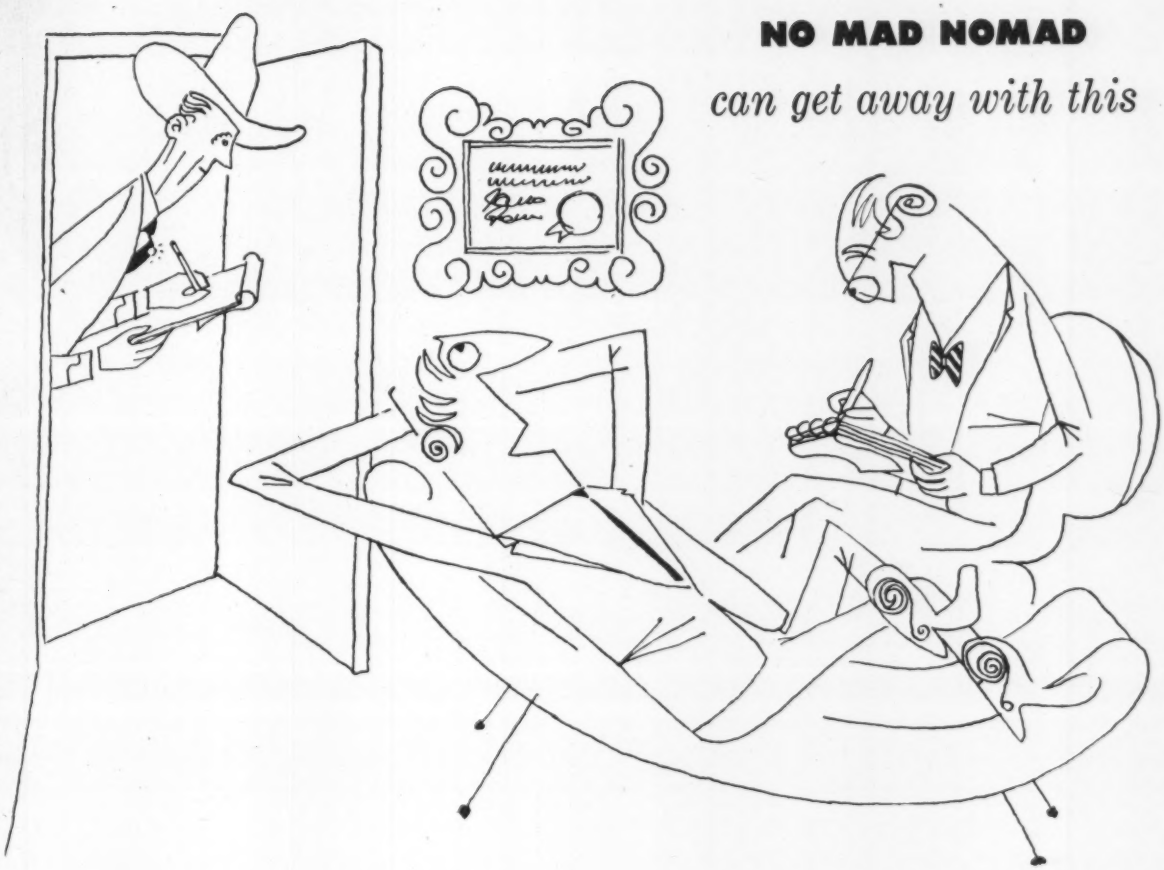
The results: Diebel's housewares department showed a $600 increase in sales for the event this year over last. The store volume for the 1955 sale week topped that of 1954 by $10,000.

One more result: Diebel's has signed a year's contract with WKNX-TV for 400 tv announcements.

DIEBEL's comes back for more. This contract is agreed to by (l to r John Hagerman, WKNX-TV account executive; Robert M. Chandler, WKNX-TV sales manager; Stanley Cox, manager of Diebel's, and Howard H. Wolfe, WKNX-TV station manager.

NO MAD NOMAD

can get away with this



To prove that we are objective reporters, the following incredible tale is offered.

A tall and healthy-looking traveling man consulted a famous psychoanalyst. After several preliminary sessions, the doctor commented, "You appear to be in splendid mental trim. Tell me, why did you come to me?"

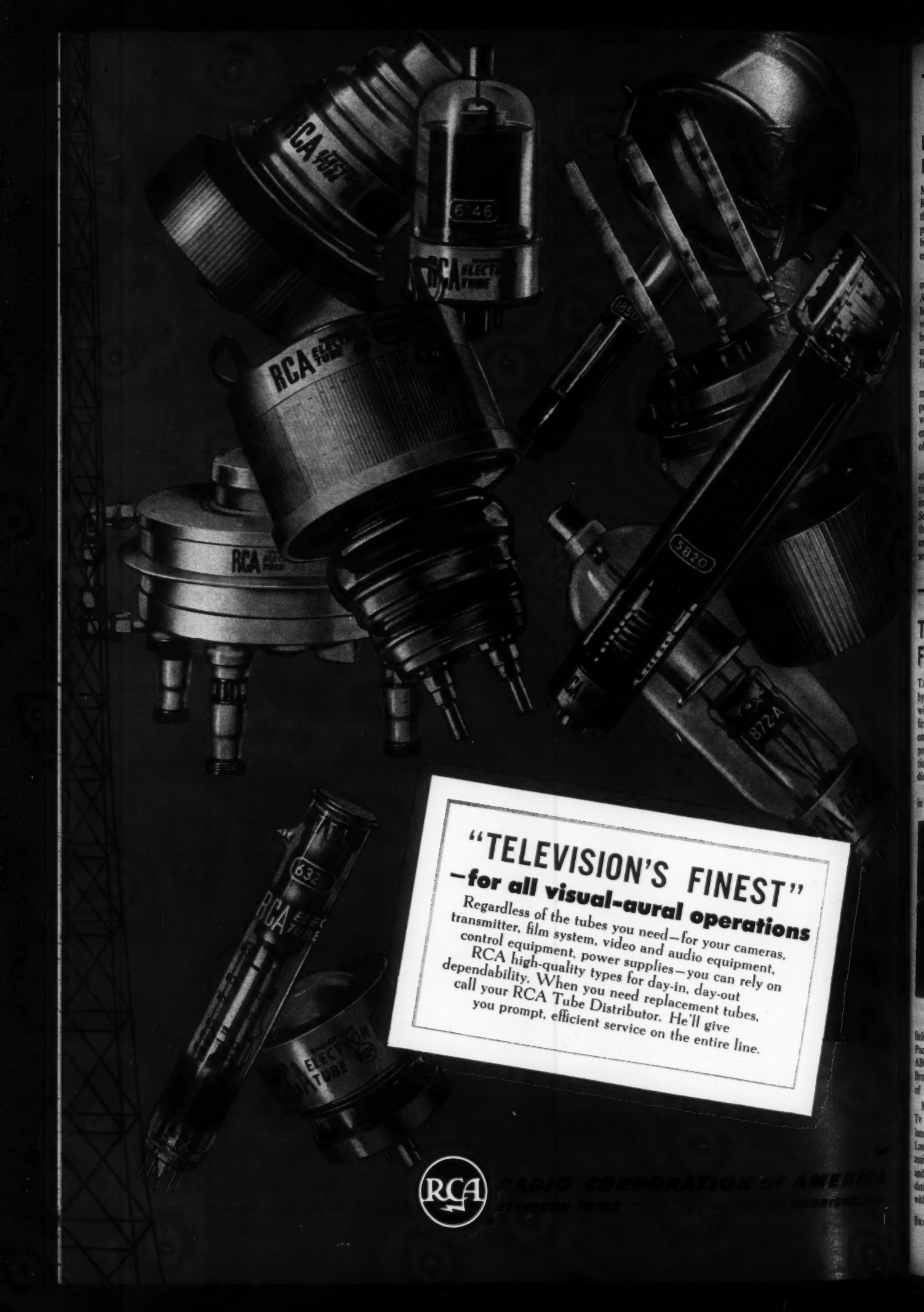
If that in itself doesn't seem incredible, read on.

"I came to you, doc, because I'm worried. Something's *got* to be out of kilter in my rigging. I hail from Texas—and I just don't give a damn."

Can you imagine anyone not giving a damn about coming from the state that has Amarillo, the city that for the third consecutive year has the highest retail sales per household in the U.S.A.?

NBC AFFILIATE

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the Katz Agency



"TELEVISION'S FINEST"
—for all visual-aural operations

Regardless of the tubes you need—for your cameras, transmitter, film system, video and audio equipment, control equipment, power supplies—you can rely on RCA high-quality types for day-in, day-out dependability. When you need replacement tubes, call your RCA Tube Distributor. He'll give you prompt, efficient service on the entire line.

RCA

RADIO CORPORATION of AMERICA
ELECTRON TUBES

PERSONNEL RELATIONS

(Continued from page 50)

Four-Station Strike Averted In Seattle Labor Compromise

MANAGEMENT representatives of KING KJR KOMO KIRO Seattle and the members of the AFTRA local have accepted a compromise proposal suggested by the Seattle Central Labor Council (AFL), thereby averting a threatened strike at the four stations [B•T, July 18].

Covering staff announcers on the four am outlets, the agreement is subject to national AFTRA approval and will be retroactive to May 1, running to Sept. 1, 1956. Principal provision is a $5.60 weekly raise for announcers, bringing the scale to $110.60. The union had asked a $20 increase and the stations had offered $4.

Also in the agreement is a provision for more liberalized vacation schedules, from the present maximum of two weeks. Announcers will earn one additional day for each year of employment over five years, up to a maximum of three weeks' vacation.

A fifth station, KXA, which had been negotiating separately, is expected to follow substantially the same pattern, although there are other issues involved, according to Don Courtnay, Seattle AFTRA president. He also noted that the television stations in Seattle currently are engaged in negotiations with the union, on a separate basis from the radio bargaining.

PROFESSIONAL SERVICES

Tatum-Norman & Co. Formed on West Coast

TATUM-NORMAN & Co. has been established by Donn B. Tatum and Donald A. Norman, with offices in Los Angeles and Oakland. The firm will furnish a broad scope of services with emphasis in the field of television, including program development, production administration, advertising agency representation and radio and television station consulting.

The new partners have had wide experience in radio and tv. Mr. Tatum has been in the

MR. TATUM MR. NORMAN

field for the past 14 years, having served as Pacific Coast counsel for both RCA-NBC and ABC. He was vice president of the Don Lee Broadcasting System and Pacific Coast director of tv for ABC.

Mr. Norman, executive vice president for Tv East Bay Inc., applicant for ch. 2 in Oakland, was general manager of KRCA (TV) Los Angeles for two years and previously was assistant manager of the New York NBC radio and tv stations. He will continue his present duties with Tv East Bay Inc., in conjunction with his new activities.

Everybody talks about the weather in Flint . . . especially after Roy Nester's 7:55 AM and 4:40 PM special 5-minute weather show. Roy, with thorough U. S. Navy training, not only gives current conditions and forecasts, but supplies extensive background information on local activity. Dew point . . . frontal passage . . . relative humidity . . . are all everyday conversational items with Roy's

weather works wonders

loyal and steady band of listeners. As you might expect, "Today's Weather" gets results . . . in any weather. That's why your Katz Agency man can show you a distinguished sponsor list dating back to 1947. Right now there's room for you on the list on Tuesday at 7:55 AM, Thursday and Saturday at 4:40 PM. Call Katz today!

flint, michigan

wfdf

nbc affiliate

Represented nationally by the

Katz Agency

Associated with WFBM AM & TV Indianapolis—WOOD AM & TV, Grand Rapids—WTCN AM & TV Minneapolis-St. Paul

NBC RADIO AFFILIATES CALL MEETING; THE PUZZLER: SHALL 'MONITOR' EXPAND?

Sept. 9 gathering will discuss whether, and if so how, to have program branch out timewise. Some affiliates feel the show infringes on their own national spot potential.

RADIO AFFILIATES of NBC will convene early next month in "a most important meeting" that may set the pattern of NBC Radio's future approach to sales and programming.

A keystone objective of the meeting, it was reported, is discussion of plans for extension of the participating-announcement sales concept to weekday periods either via expansion of *Monitor* or through some other program format.

The meeting was called for Sept. 9 in New York in letters sent to all NBC Radio affiliates last week by Harold Essex of WSJS Winston-Salem, N. C., secretary of the NBC Radio Affiliates Committee. Mr. Essex said he was acting at the request of Robert D. Swezey, WDSU New Orleans, RAC chairman.

"The future course of network radio will probably come in for full discussion," Mr. Essex said in urging the affiliates to attend.

Indicating the importance the session holds in the view of the affiliates' executive group, two days of preliminary committee and committee-network conferences have been scheduled to prepare for the Sept. 9 general meeting.

The six-man executive committee of the affiliates, also headed by Mr. Swezey and with Mr. Essex as secretary, will meet Sept. 7 with the Affiliates Planning Committee, a group of five other key affiliate officials. This session will be devoted to planning the general meeting. On Sept. 8, the two committees will meet with NBC officials to work out the agenda for the general meeting.

The general session for all affiliates will be held in the Waldorf-Astoria's Empire Room, starting at 10 a.m.

Certain to be a prime subject are the network's plans regarding expansion of *Monitor*, the weekend continuous program which is sold on a participating-announcement basis and accordingly has aroused the ire of some affiliates who brand it an intrusion on their own national spot potential.

This opposition appears to be mounting, indicating network plans to expand the concept to other portions of the week may encounter hard going.

NBC 'Elated'

Network officials, elated with the progress *Monitor* has made since its inauguration last June, have been holding major discussions regarding the program's future. Although their decisions—if any have been reached—had not been officially disclosed late last week, informed sources indicated that:

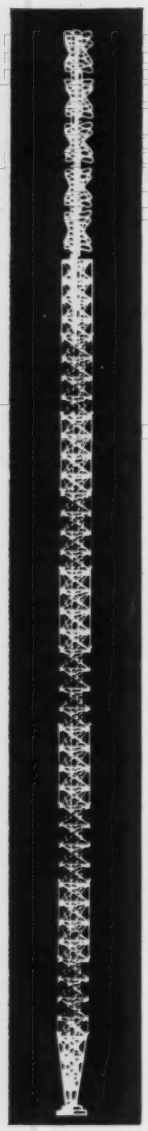
- NBC authorities appear agreed on desirability of expanding *Monitor*'s participating-announcement type of selling to other portions of the week.
- There apparently is some difference of opinion as to whether expansion of the participations sales technique should be accomplished by expanding *Monitor* itself or by some other program format for the weekday periods.
- Another question to be resolved: if *Monitor* is expanded, should the move be made gradually or in one swoop? Should it be extended only to weekday morning hours at first, for example, or should it be spread to both morning and afternoon periods simultaneously?

The network's full plans are expected to be formulated in time for presentation at the Sept. 9 meeting. According to earlier timetables the affiliates' executive and planning committees will be notified in advance.

As part of *Monitor*, NBC is offering advertisers time at a reduced rate in the period from midnight Saturday night to 8 a.m. Sunday. The rate depends upon the number of stations carrying the overnight service and this number varies from hour to hour but averages around 40 to 50, according to NBC officials. In the regular daytime and evening hours sales have exceeded network expectations.

Members of the RAC executive committee, in addition to Chairman Swezey and Secretary Essex are: Richard Mason, WPTF Raleigh, N. C.; Robert Hanna, WGY Schenectady, N. Y.; George Norton Jr., WAVE Louisville, Ky., and Paul W. Morency, WTIC Hartford, Conn.

On the RAC planning committee are Walter Damm, WTMJ Milwaukee; Jack Harris, KPRC Houston, Tex.; Edwin K. Wheeler, WWJ Detroit; William Fay, WHAM Rochester, N. Y., and Nathan Lord, WAVE.



HIGHER THAN

the Eiffel Tower

for greater coverage
with a perfect picture

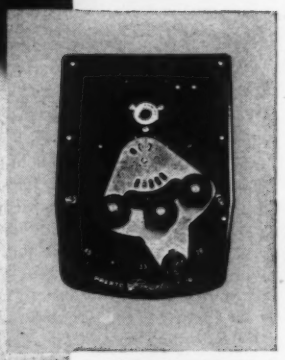
Eiffel Tower . . . 926 feet high
WISN-TV Tower . . . 1105 feet high
WISN-TV Power . . . 316,000 watts

Here is the tallest structure in Wisconsin . . . taller than the giant Eiffel Tower in Paris! That means top coverage for TV advertisers! So, put your sales messages on WISN-TV. You'll blanket Milwaukee County and 23 rich surrounding counties.

WISN-TV
CHANNEL 12 MILWAUKEE
BASIC ABC AFFILIATE

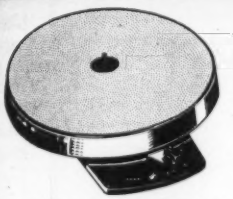
THE "BIG TOP" in MILWAUKEE TV

Represented Nationally by Edward PETRY & Company, Inc.

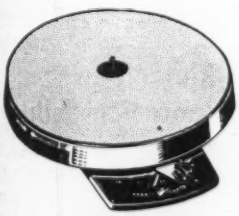


Inside and out . . .
PRESTO
makes the best!

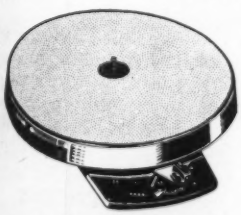
An inside view of the heart of the *Pirouette* turntable . . . a single movable plate on which 3 idler wheels are mounted. A flick of the control lever automatically engages the proper idler for the desired speed, eliminating excessive wear on idlers. This mechanism is made the PRESTO quality way . . . throughout. The name PRESTO is always your assurance of the finest in parts . . . the greatest care in production . . . PRESTO never cuts a corner on quality!



PRESTO PIROUETTE
T-18-H Turntable
The revolutionary T-18 model with hysteresis motor.
$108



PRESTO PIROUETTE
T-68 Turntable
The 16" streamlined turntable with hysteresis motor.
$79.50



PRESTO PIROUETTE
T-68-H Turntable
16" version of the streamlined T-18 . . . heavy-duty wonder.
$134.

The most advanced turntable for professional use!

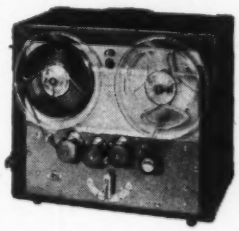
THE PRESTO *Pirouette* T-18

streamlined, compact, trouble-free . . . featuring the revolutionary flick shift . . . one sideway flick selects any speed . . . 33⅓, 45, 78 rpm

The turntable of the future is here today . . . in the PRESTO *Pirouette* . . . a marvel of brilliant engineering, precise balance and simplicity. Three idler wheels are mounted on a single movable plate. A sideway flick of the control lever automatically engages the proper idler! Trouble-making arms and shift cams are eliminated, idler wheel wear substantially reduced, trouble-free performance is assured. These PRESTO quality features assure topnotch performance all the way:

• Finest turntable motor • Extra heavy-weight, wide-bevel aluminum table • Precision deep-well bearing • Presto quality-engineered throughout

A beautiful 12" turntable in smart telephone black with brushed chrome accents. $53.50.



PRESTO SR-27 TAPE RECORDER
value of a lifetime

You get top value in this superb PRESTO tape recorder. 3-motor drive . . . separate record, erase and playback heads . . . fast forward and rewind. No take-up reel clutch. No idler pulleys. Top performance, rugged construction, ideal for studio or home recording. Complete with A-920 amplifier unit (pre-amp, equalizer and 10 watt amplifier) only $485.

Send this coupon for more information

PRESTO RECORDING CORP.
Dept. BT-8
PARAMUS, NEW JERSEY

Rush catalog sheets on PRESTO *Pirouette* turntables, SR-27 tape recorder and advise name of nearest PRESTO distributor.

Name_____
Company_____
Address_____
City_____ Zone_____
State_____

PRESTO

RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Instantaneous Recording Service, 42 Lombard Street, Toronto

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

NCAA Telecasts Offered Locally

ONE-FOURTH sponsorship remaining on NBC-TV's telecast of the 1955 National Collegiate Athletic Assn. national and eastern regional football games will be offered for local sale by NBC-affiliated stations, it was announced by George H. Frey, vice president in charge of sales for NBC-TV.

"At the request of our affiliates, the remaining availabilities on these classic national sports events are being turned over to them by the network," Mr. Frey said. "NBC, which has pioneered in creating revolutionary sales plans for the benefit not only of our basic stations, but also our optional stations through such steps as our program service plan, is taking this step to effect even stronger cooperation between the network and its affiliates."

Advertisers, which already had signed for one-quarter sponsorship each of the 13 contests (8 national and 5 eastern regional), set to begin on Sept. 17, are the General Cigar Co., Schick Inc. and the Avco Mfg. Co. The Dow Chemical Co. will sponsor the 15-minute post-game series, *Scoreboard*, to be presented following the eight national telecasts.

NBC-TV was awarded the first choice of eastern games by the Eastern Collegiate Athletic Conference on June 1. Previously the NCAA had granted the network exclusive national rights to telecast a schedule of eight games.

Mr. Frey also announced that the Gulf Oil Co. has purchased one-quarter of the eight regional NCAA telecasts in districts 3 and 6 only, covering south and southwest, which will be carried on a total of 59 NBC-affiliated stations.

MR. TIME BUYER:

YOU JUST CAN'T MISS!

WHEC Radio Delivers You A Bigger Morning Audience Than ALL The 5 Other Rochester Radio Stations Put Together!

ALL-MORNING SHARE OF AUDIENCE
50.9

According to the latest Hooper survey, Station WHEC enjoys the lion's share of the local morning audiences. On your next spot radio campaign, why not tap this vast reservoir of buyers?

"MUSICAL CLOCK" SHARE OF AUDIENCE
53.6

With an average share of audience of 53.6, Ed Meath's happy-hearted "Musical Clock," 6:00 to 9:30 A.M., Mondays thru Saturdays, makes him far-and-away Rochester's radio entertainer—your star salesman!

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK 5,000 WATTS

Representatives: EVERETT-McKINNEY, Inc. New York, Chicago, LEE F. O'CONNELL CO. Los Angeles, San Francisco

CBS-TV Closed Circuit To Preview Fall Shows

A PREVIEW of new CBS-TV programs for the 1955-56 season will be given primary affiliates Thursday via closed-circuit. Hubbell Robinson Jr., CBS-TV vice president in charge of programs, will outline the network's plans on the telecast.

A one-hour show has been planned, featuring excerpts from new programs to be presented by the network this fall. Among these are two Saturday shows, *It's Always Jan*, slotted three weeks out of four in the 9:30-10 p.m. period, starting Sept. 10 under sponsorship of Procter & Gamble, and *Gunsmoke*, also three weeks out of four and in the 10-10:30 p.m. period, starting the same date under sponsorship of Liggett & Myers. Two Tuesday shows to be excerpted are *You'll Never Get Rich* (Phil Silvers) in the 8:30-9 p.m. period, starting Sept. 20 under alternate-week sponsorship of R. J. Reynolds Tobacco and Amana Society, and *Joe & Mabel* in the 9-9:30 p.m. slot, starting under alternate sponsorship of Carter Products on Sept. 20 and Geritol on Sept. 27.

Some of the shows' stars are slated to appear. Under plans being made, each of the primary affiliate stations participating will invite radio-tv critics and reviewers or other newsmen to watch the telecast. In New York, where the telecast originates, New York newsmen will hear and see CBS-TV's plans on camera. The telecast is set for 6-7 p.m. EDT.

Three CBS Radio Shows Under Segmentation Selling

SEGMENTATION selling plan is being initiated by CBS Radio, beginning about the first of next month, on three nighttime strip programs: *Bing Crosby Show*, *Tennessee Ernie*, and *Amos 'n' Andy Music Hall*. The network will sell the programs to advertisers at a uniform rate of $2,100 gross (includes time and talent) per five-minute segment, permitting one-minute commercials.

The Crosby show runs a quarter-hour while the other two are half-hour programs.

The network also may extend the new selling plan into its weekend schedules. Although considered a development from the single rate policy adopted by the network, the new plan does not change CBS Radio's rating structure but rather the method of selling.

CBS-TV Appoints Reubens

APPOINTMENT of Beryl L. Reubens, press information staff, CBS-TV, New York, as trade publicity manager for the network, was announced last week. Mr. Reubens succeeds Jim Kane, recently appointed director of press information for CBS-TV Hollywood. Mr. Reubens has been with the network since 1947.

Jane Wyman Show Premieres

PREMIERE of *Jane Wyman's Fireside Theatre* will take place Aug. 30 on NBC-TV, 9-9:30 p.m., the network announced last week. The $4,500,000 series will be under the sponsorship of Procter & Gamble Co. for Ivory Soap, Crisco and Duz. Agency is Compton Adv. Miss Wyman will be hostess for all telecasts in the series and will star in 20 of them. She also is head of Lewman Ltd., which is producing the filmed series.

SAM HAYES (l) veteran Don Lee newscaster, and William J. Tormey, vice president in charge of sales and advertising for White King Soap Co., complete arrangements for White King to sponsor the *Sam Hayes Newscasts* on 85 Don Lee, Arizona and Intermountain stations. The contract calls for the soap company to sponsor two broadcasts each week on an alternating basis, Wednesday-Friday and Tuesday-Thursday, and runs for 52 weeks. The agreement went into effect Aug. 3.

NBC Newsman Levine Gets Permanent Visa to Russia

PERMANENT VISA to Russia has been issued to NBC correspondent Irving R. Levine, William R. McAndrew, director of NBC news, announced last week. Mr. McAndrew said Mr. Levine was the first western non-communist radio correspondent since 1948 to receive such credentials. The last reporter to be so accredited was Robert Magidoff, then an NBC news correspondent, who was expelled from Russia in 1948.

Mr. Levine is now touring the Soviet Union with a delegation of American farmers.

CBS Radio meanwhile reported Friday that the Russian embassy in Washington had notified CBS News that temporary visas would be granted to Richard C. Hottelet, CBS Bonn correspondent, and Daniel Schorr of the CBS News Washington bureau. Though the exact time for which these visas would be valid was not specified, CBS Radio said it understood it will be for the period of West German Chancellor Konrad Adenauer's visit to the Soviet Union the first week in September.

WLDB Affiliates With MBS

WLDB Atlantic City, N. J., announces its affiliation with MBS, effective Aug. 7. The station operates fulltime on 250 w, 1490 kc and is licensed to the Atlantic City Broadcasting Co., with offices and studios in the Senator Hotel there. WLDB, which went on the air April 8, 1955, is owned and operated by Leroy and Dorothy Bremmer.

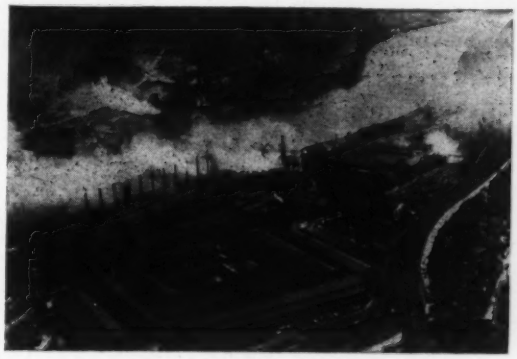
Stern Returns to Air

BILL STERN returned last week to his ABC Monday-through-Friday radio program after having been hospitalized as the result of an automobile accident [B•T, Aug. 15]. During his absence, other sports personalities have been substituting on his regular broadcasts. Mr. Stern's programs are being handled temporarily from his home in Purchase, N. Y.

it's full speed ahead!

IN THE

UPPER OHIO VALLEY!



Industry is on the march in the Wheeling-Steubenville market! New factories, new industries, new construction—and the workers to man the machines that turn the wheels of progress. It all adds up to *people*—some 1,409,300 people in fact—with a combined spendable income of $1,973,985,000 or an average of $4,742 per household! The "rich Ruhr valley of America" continues to grow richer, and station WTRF-TV in Wheeling, West Virginia has grown with it. Now a full-blown 316,000 watts on Channel 7, broadcasting 120 hours of programming a week, WTRF-TV can bring *your* sales message to this major market. The latest Telepulse survey indicates that 63.5% of the tuned in audience between 12 noon and midnight dialed Channel 7! That's proof of WTRF-TV's tremendous selling power!

Be sure that your television campaign includes the fast-growing Wheeling-Steubenville market, and make sure it's a success by utilizing the strongest medium to reach this market—WTRF-TV, Wheeling. For availabilities call Hollingbery or Bob Ferguson, VP and General Manager, Wheeling 1177.

316,000 watts

WHEELING, WEST VIRGINIA

POSSIBLE SUBPOENA IN '51 CAUSED BREAK WITH CBS, KRABER TESTIFIES

Former network executive tells House group meeting in New York he was asked to resign when possibility arose that he would be asked to appear before earlier House probe. Testimony disputed by CBS and WNYC New York.

TESTIMONY by a former CBS executive implying that he was discharged from his post in the network's special radio department in 1951 because he was believed to face imminent call before the House Un-American Activities Committee was presented during a four-day hearing held by the committee last week in New York to consider infiltration by communists in the entertainment industry.

Before and after Tony Kraber, 50, offered this testimony, 22 of 23 witnesses who appeared before the committee up to last Thursday declined to say whether they are or ever have been Communist Party members.

A spokesman for CBS in New York offered no comment on Mr. Kraber's version of his discharge, but said that personnel records show the notation: "resigned by mutual consent."

Though many of the witnesses who appeared before the committee last week had some association with radio-tv, only Mr. Kraber, as far as could be ascertained, had been employed in the industry in an administrative capacity. The others appeared on radio and tv for varying periods of time as entertainers.

CBS said the personnel records showed that Mr. Kraber was employed by the network from 1942-48 as executive assistant in the short wave operation; Sept. 1949-Dec. 1949 as a producer in television, and 1949-51 as assistant director of special events for radio. He resigned on Sept. 28, 1951. The DuMont Television Network confirmed that Mr. Kraber had been employed there July 1948 until Sept. 1949 as manager of program presentations and had left in a reduction of staff.

After invoking the First and Fifth Amendments in refusing to answer questions on possible communist affiliations, Mr. Kraber traced events leading to his discharge from CBS in 1951 as follows:

"The *New York Journal-American* reprinted a tape recording of a broadcast I made on station WNYC at a time when Sen. Pat McCarran was trying to smear that station.

"The president of CBS called me in his office and told me that although I had the finest record of any of his young executives, he would have to ask me for my resignation. He told me he had reason to believe I was to be subpoenaed by this committee. I resigned and since that time I have been denied employment and the American public has been denied the advantage of my trained talent."

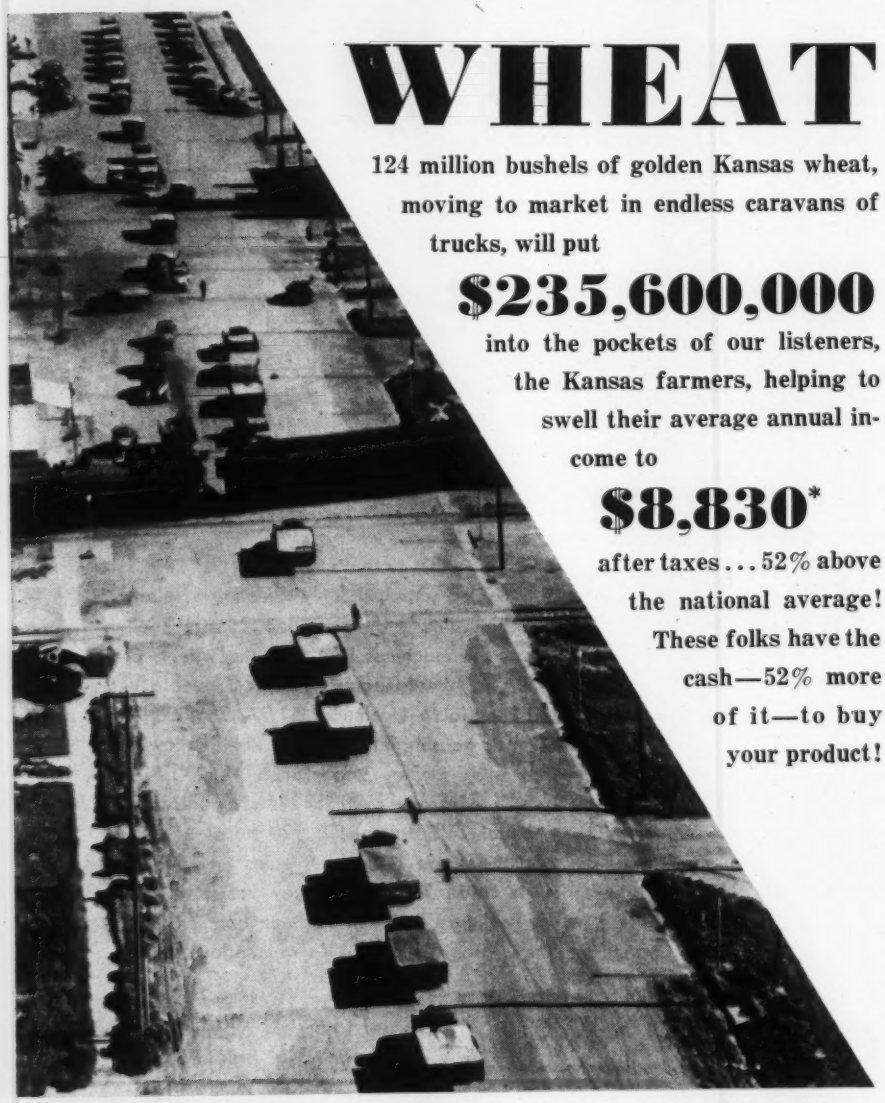
A spokesman for New York City-owned WNYC told B•T Thursday night that Mr. Kraber's story was "unbelievable." He said longtime executives at the station had no recollection of Sen. McCarran trying to "smear" WNYC, or of Mr. Kraber making a tape recording of a broadcast on the station. He added he had checked with the *Journal-American* and had been advised the newspaper's morgue had no clippings relating to the mentioned tape broadcast or of Sen. McCarran's alleged "smear" of WNYC.

During his testimony, Mr. Kraber said he was an executive producer at CBS from 1949 to 1950, with the right to hire talent for shows valued at $100,000 per week.

A spokesman for CBS expressed the view that Mr. Kraber had no such prerogatives at the network. He stressed that Mr. Kraber was not an "executive producer," but merely "a producer," and in that capacity hardly could have been entrusted with a $100,000 weekly budget. He also noted that though Mr. Kraber told the House Committee he was director of special events for radio, personnel records listed him as assistant director of special events.

The sole witness last week who admitted to being a Communist was George Hall, a radio-tv and stage actor, who said he had been in the Party in 1946 and 1947.

The only witness without apparent entertainment field association was Mrs. Susan d'Usseau, who described herself as an artist. Other balking witnesses were George Buddy Tyne, actor; Stanley Prager, actor; John Randolph, actor; his wife, Sarah Cunningham, actress; Joshua Shelley, comedian; George Keane, actor; Irma Jurist, piano accompanist; Elliott Sullivan, actor; Lee Hays, folk singer; Martin Wolfson, actor; Phil Leeds, actor; Madeline Lee, a radio-tv actress specializing in off-stage baby voices; Peter Lawrence, stage manager; Peter Seeger, folk singer; Alan Manson, actor; Ivan Black, public relations counselor; Albert



WHEAT

124 million bushels of golden Kansas wheat, moving to market in endless caravans of trucks, will put

$235,600,000

into the pockets of our listeners, the Kansas farmers, helping to swell their average annual income to

$8,830*

after taxes... 52% above the national average! These folks have the cash—52% more of it—to buy your product!

Sell these upper-income Kansas Farmers with WIBW—the radio station they listen to most.†

* Consumer Markets, 1955

† Kansas Radio Audience, 1954

"See Your Capper Man"
WIBW
CBS RADIO

TOPEKA, KANSAS

Ben Ludy, Gen. Mgr.
WIBW & WIBW-TV
in Topeka
KCKN in Kansas City
Rep: Capper Publications, Inc.

Ottenheimer, actor; Lou Polan, actor; Howard J. Salemson, film importer, and David Kanter, stage manager. Three of the witnesses, though declining to say whether they were Communists, did not fall back on constitutional protection.

A spokesman for the American Federation of Television & Radio Artists said last Thursday no steps had been taken as yet to make use of an AFTRA ruling under which a member refusing to tell a congressional committee whether or not he is a Communist may be subject to union discipline, including suspension or expulsion [B•T, Aug. 15].

Sacramento Ch. 3 Decision Appealed to Court by KXOA

KXOA Sacramento, Calif., last week appealed to the U. S. Court of Appeals in Washington against the FCC's grant of Sacramento's ch. 3 to KCRA there [B•T, April 18]. It also appealed against the FCC's denial of its petition for a rehearing [B•T, July 25].

The Sacramento ch. 3 grant was made to KCRA on the basis of a preference for past performance, the Commission said. It said the two applicants were evenly matched. The Commission's final decision agreed with the examiner's initial decision.

KXOA, owned by veteran broadcaster Lincoln Dellar, attacked the financial qualifications of KCRA. It also claimed that the Commission's decision was "virtually a brand new decision" thus indicating, it said, that the examiner's decision was in error.

It asked the court to order the FCC to reopen the hearing.

LAMB CASE GOES BACK TO EXAMINER

Both sides file recommendations. Broadcast Bureau asks denial of WICU (TV) bid for license renewal.

THE CONTROVERSIAL Edward Lamb case entered another stage of development last week with counsel for FCC's Broadcast Bureau recommending that the application for license renewal of WICU (TV) Erie, Pa., be denied.

Counsel for Mr. Lamb—former Attorney General J. Howard McGrath and Russell M. Brown—fired back that the record failed to show any "credible evidence" that Mr. Lamb ever sympathized with or supported any communist or communist dominated organization or any other organization which advocated change by unconstitutional means.

Recommendations by counsel for both sides were submitted last week to the FCC for consideration by Examiner Herbert Sharfman, who conducted the eight-month hearings into Mr. Lamb's background [B•T, Sept. 20, 1954 *et seq.*].

The Lamb attorneys held that the WICU license should be renewed because the applicant is in all respects qualified.

The hearings arose from what ordinarily would have been a routine request for license renewal. Mr. Lamb was charged with falsely telling the FCC he never had Red ties.

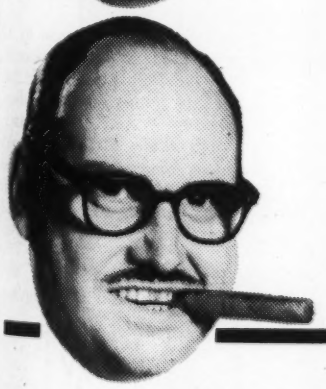
The Broadcast Bureau counsel, in a 335-page brief, said that Mr. Lamb's denial of ever having advocated the communist form of economy as being superior to the American economy and form of government "is not true . . . and constitutes both misrepresentation to and concealment of facts from" the FCC.

Cited by the attorneys were Mr. Lamb's book, "The Planned Economy in Soviet Russia," published in 1934. This was said to show "by clear and necessary implication" that Mr. Lamb advocated that the communist (Soviet) form of economy and government was superior to the American.

The FCC counsel said Mr. Lamb's testimony was "on many occasions knowingly false, evasive and lacked candor" and that he "knowingly was directly tied up with organizations whose purpose was the furtherance of the communist cause."

Counsel for Mr. Lamb, in a 14-page brief, said there is neither testimonial nor documentary evidence that he untruthfully denied advocating the communist form of government and economy as being superior to the American. Messrs. McGrath and Brown further stated that no witness testified that Mr. Lamb on any occasion ever voiced such advocacy.

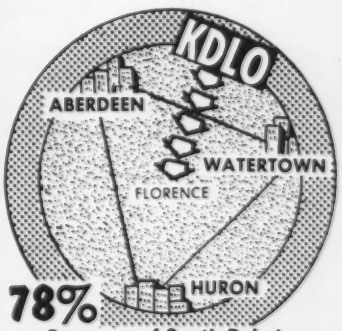
As to the book "The Planned Economy in Soviet Russia," which was written after a voyage around the world that included a visit to Soviet Russia, the Lamb counsel said this "falls far short of advocating communism . . ." Messrs. McGrath and Brown added that in the book "Mr. Lamb expressly avers that the only purpose of the book is to determine whether or not the American political and eco-



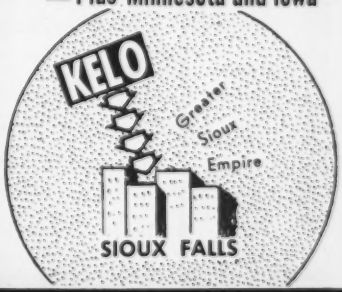
NOW! *TWIN*
JOE FLOYDS
One Helluva Combination

Yes, Joe has created a whole new, choice market . . . 78,000 single-station homes in the Aberdeen-Watertown-Huron triangle, with all eyes on the Floyd-operated KDLO-TV. Add that to Joe's spectacularly popular KELO-TV, Sioux Falls, and you get twice the audience reach, twice the enthusiastic sell, two big markets for your one buy across the board.

Micro-Link Interconnected 24 Hours Every Day



78% Coverage of South Dakota — Plus Minnesota and Iowa



JOE FLOYD, President
Evans Nord, Gen'l Mgr. Larry Bentson, Vice-Pres.
Represented by H-R TELEVISION
NBC Primary — CBS ABC DuMont

KDLO TV

nomic society can be improved within the limits . . . of our Constitutional system."

The FCC attorneys held that the record "establishes beyond question that, from time to time during the period approximately 1934-1944, Lamb was consulted by officers and members of the Communist Party with regard to Party affairs; that during this period, and as late as 1946, he made financial contributions to functions and causes sponsored by the Communist Party. . . ."

They also argued that Mr. Lamb, who also is an attorney, has represented the Communist Party in court proceedings.

Lamb counsel questioned the testimony and background of certain Commission witnesses. One witness, the counsel said, admitted pleading guilty to a charge of murder in Cleveland and that this witness, along with another, have records of swearing falsely under oath.

They said the FCC action is "illegal" in that the Commission is exceeding its statutory authority by inquiring into the alleged past communist beliefs and associations of Mr. Lamb. It also was argued that "even if Mr. Lamb had held the alleged beliefs and maintained the alleged affiliations and associations, he would not have been guilty of any wrong-doing inasmuch as such activities were lawful. . . ."

Messrs. McGrath and Brown further held that the FCC is not authorized to shift the burden of proof from itself to the broadcast licensee by choosing to proceed against the licensee on a renewal application.

The high cost of the proceedings was indicated in statistics provided by the Broadcast Bureau counsel. The hearings consumed 64 days. Commission counsel called 23 witnesses, including Mr. Lamb, with WICU calling nine.

TV OUT TO WOO NATION'S LAWYERS

Philadelphia stations propose coverage of American Bar Assn.'s House of Delegates meeting there to demonstrate that television can report without disturbing.

TELEVISION hopes to crash the juridical barrier this week as the American Bar Assn. holds its annual convention in Philadelphia.

At 2 p.m. today (Monday) the ABA's House of Delegates will consider a proposal to admit tv cameras to its proceedings. If permission is granted, the three Philadelphia tv stations—WPTZ (TV), WFIL-TV and WCAU-TV—will stage a pooled closed-circuit coverage from the Bellevue-Stratford Hotel ballroom.

Outside the ballroom, the nation's top judges and lawyers will have a chance to observe what comes out of a tv picture tube and loudspeaker when television is allowed to report a meeting.

Inside the ballroom, the House of Delegates will be shown that tv can cover its proceedings with absolutely no noise or disturbance—just as it can cover a Congressional hearing or court trial.

Another tv experimental pickup is scheduled Wednesday when the Committee for Cooperation With Laymen holds its meeting. Presiding officer will be Judge Bolitha Laws, chief justice of the U. S. District Court, District of Columbia. The three Philadelphia stations will put this meeting on the air 10-11:30 a.m., each station carrying a half-hour segment.

The two telecasts mark an epoch in ABA history. The association's Canon 35 bans broadcasting, telecasting or the taking of photographs in courtrooms. NARTB's Freedom of Information Committee and other groups have long fought this canon. Newspaper photo coverage also is to be tested this week during the ABA proceedings.

A Philadelphia broadcast committee has been working out plans for tv coverage in cooperation with NARTB and Judge Justin Miller, NARTB consultant and former board chairman. Judge Miller will submit the appeal for the closed circuit telecast to the House of Delegates. He will report to the NARTB Freedom of Information Committee Aug. 29 (see committee story page 95).

Chairman of the Philadelphia group is E. Preston Stover, WPTZ. Working with him are John McClay, WCAU-TV, and Chet Cooper, WFIL-TV. NARTB headquarters is to be represented by Thad H. Brown Jr., tv vice president; Daniel Shields, his assistant, and A. Prose Walker, engineering manager.

If the House of Delegates permits today's telecast, three cameras will be used under normal ballroom lighting. They will be stationed in the U-shaped balcony. Sound will be picked up from the ballroom public address system. The operation will be noiseless and unobtrusive, answering the charges of jurists that tv clutters rooms with blinding lights and clattering cameras.

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Booth Interests Buy Toledo Lamb Stations

Also sold last week: WBGE Atlanta, WKXV Knoxville and 75% of KTXN Austin. All subject to FCC approval.

PURCHASE of WTOD and WTRT (FM) Toledo, Ohio, from Edward Lamb by Booth Radio & Tv Stations Inc. for $122,500 was announced last week.

Application for FCC approval of the Toledo sale was filed with the FCC Friday.

Also announced last week were the sales of WBGE Atlanta, 75% interest in KTXN Austin, Tex., and WKXV Knoxville, Tenn. All are subject to FCC approval.

Involved in the Toledo transaction is an application for ch. 11 there. This now is in hearing with six other applicants who are vying for the city's second, and last, vhf channel.

Non-affiliated, nine-year-old WTOD operates on 1560 kc with 1 kw, daytime. WTRT is licensed for 99.9 mc, with 8.8 kw power.

Booth stations are WJLB and WBRI (FM) Detroit, WBBC Flint, WSGW Saginaw and WIBM Jackson, all Michigan. They are owned principally by John Lord Booth, who has a minor interest in the Booth newspapers.

Mr. Lamb, who has been involved in renewal hearings with the FCC—on charges he misrepresented his association with Communists and Communist-front organizations (see story page 81)—also owns WIKK and WICU (TV) Erie, Pa.; WHOO-AM-FM Orlando, Fla., and holds a grant for ch. 23 WMAC-TV Massillon, Ohio. He also is publisher of the *Erie* (Pa.) *Dispatch*.

The application for transfer of the Toledo stations showed that as of May 31, licensee Unity Corp. had total assets of $271,804, of which $70,693 was current assets. Current liabilities amounted to $149,119, and earnings retained amounted to $22,285.

Agreement included a provision for a three-year consulting contract with Mr. Lamb for $17,500. He also agreed to remain out of Toledo radio for three years.

Bartell Broadcasters Inc., which owns WOKY Milwaukee and WAPL Appleton, Wis., purchased WBGE Atlanta, Ga., 1340 kc, 250 w, unlimited, for $100,000. Among the sellers are Robert Pinkerton and Edgar B. Pool.

Messrs. Pinkerton and Pool, together with Mrs. D. B. Perot, agreed to buy 75% of KTXN Austin, Tex., 1 kw daytime on 1370 kc, for $75,000. Ed. B. James is the seller. Mr. Pinkerton and Mrs. Perot have no other broadcast holdings. Mr. Pool is vice president and 25% owner of KIFN Phoenix, Ariz.

Tele-Broadcasters Inc., wholly-owned by H. Scott Kilgore, purchased WKXV Knoxville, Tenn., 1 kw day on 900 kc, for $95,000. Thomas Carr and his family are the sellers. Tele-Broadcasters owns WARE Ware, Mass., and WKXL Concord, N. H. Mr. Kilgore holds no stock in, but is an officer of WTSA Brattleboro, Vt., and WKBR Manchester, N. H. He also has applications pending for new am stations to operate in Athol, Mass., and Dover, N. H.

Sales of WBGE, KTXN, and WKXV were handled by station broker Paul H. Chapman, Atlanta, Ga.

FCC Deletes WTBO-TV

WTBO-TV Cumberland, Md., ch. 17, last week was deleted by the FCC. The station had never been on the air and was deleted because of lack of prosecution. The FCC grant to Cumberland Valley Broadcasting Corp. was made Nov. 12, 1953, and expired July 12, 1955. WTBO-TV is the 118th uhf and the 148th of all U. S. tv stations to have its permit deleted.

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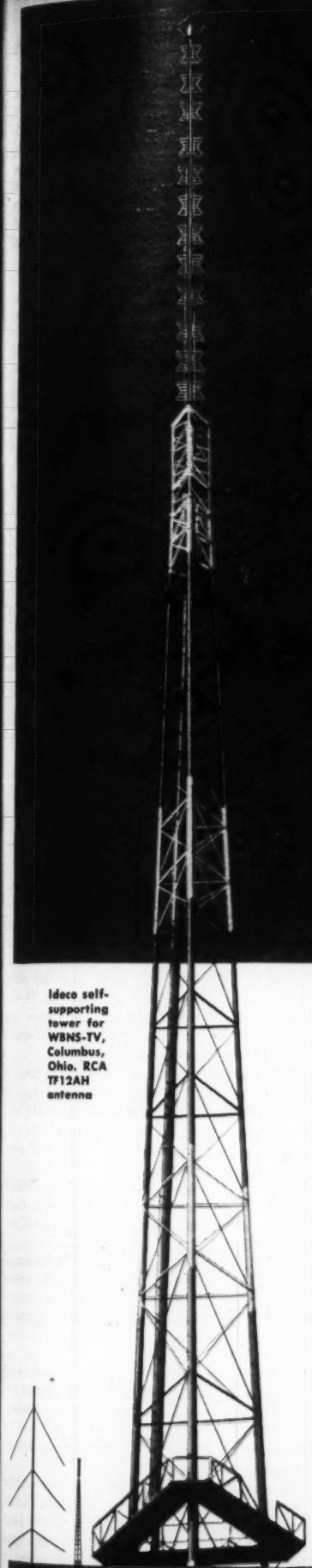
*Tower height data from TV Factbook, spring 1955 edition.



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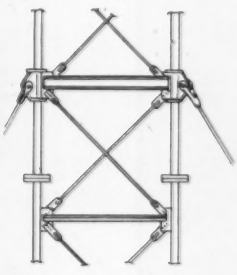

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WHAT FREQUENCIES FOR SPACE TRAVEL?

Lawyer-rocket enthusiast Andrew G. Haley reports American Rocket Society is studying allocations for use outside earth's gravitational field. Unmanned satellites may become radio-tv repeater stations.

A WHOLE new field of frequency allocation has arisen with the imminence of an unmanned space ship, and a working group of the American Rocket Society is already on the problem, Andrew G. Haley, Washington radio attorney and rocket enthusiast since before World War II, reported last week.

The requirements for frequencies for space flights will be enormous, Mr. Haley explained last week following his return from Copenhagen where he attended the sixth annual congress of the International Astronautical Federation.

Mr. Haley is a director and a past president of the American Rocket Society and a past vice president of the international federation. He is chairman of the IAF's committee on international affairs.

Radio frequencies will be required, Mr. Haley pointed out, for satellite guidance, telemetering and, after manned space travel becomes a practicability (and he has no doubts on that score) for communications, including voice and video, "to the moon, thence to Mars, Venus and finally throughout the solar system."

When ARS' frequency allocation recommendations are ready, Mr. Haley said, they will be sent to the International Telecommunications Union at Geneva. The ITU will have to secure the concurrence of all nations, Mr. Haley said.

But there is one use in radio-tv communications that may be possible as soon as unmanned satellites become established, Mr. Haley prophesied. They could serve as broad-band repeaters for trans-oceanic radio and tv signals.

Such a suggestion was made last year to the National Science Foundation.

The recommendation, written by Dr. Richard W. Porter, General Electric Co., envisaged a series of spheres in orbits relatively near the earth (about 2,200 miles distant) so that a satellite always would be available from any point on earth. Using a plane mirror or a repeater located 22,000 miles above the equator would be another method for bouncing radio and tv signals across oceans.

The antennas on earth would be 250 ft. in diameter, Dr. Porter indicated. He based his discussion on the use of a 5 mc video channel "provided by an eight-digit binary pulse code modulation and a wavelength of 10 cm [3,000 mc]."

Depending on the type of satellite and its distance from the earth, the transmitter on earth would have to produce power ranging from 10 megawatts to 100 w.

Among the findings from the unmanned satellite that may be of major significance in the broadcasting field, Mr. Haley said, were those regarding cosmic rays, sun radiation, the ionosphere and the various E and F layers—all of which have an influence on radio propagation.

Mr. Haley recalled that John H. DeWitt, WSM-AM-TV Nashville, then a Signal Corps colonel, bounced a radar microwave signal off the moon in 1946 indicating the feasibility of this method of communication relay.

At a news seminar in New York last week, Kurt R. Stehling, Bell Aircraft Corp.'s rocket specialist, tempered extravagant predictions regarding the putting of a tv camera in the satellite to view the earth and space. This would require satellites much larger than the 30 lb. "moon" proposed, Mr. Stehling emphasized, and is not in the cards yet. The first satellite will be shot into space sometime during the International Geophysical Year (June 30, 1957, to Dec. 31, 1958).

Court Denies WENS (TV) Petition to Stay Ch. 11

MOTION by ch. 16 WENS (TV) Pittsburgh to stay construction of ch. 11 there was denied last week by the U. S. Court of Appeals in Washington. The motion followed WENS' appeal, pending before the same court, to have the ch. 11 grant to WWSW Inc. set aside so it may seek that assignment by becoming a party to a new hearing [B•T, Aug. 15].

The stay action was argued before Judges Charles Fahy, Wilbur Miller and Walter Bastian. Judge Fahy dissented.

Opposing the stay were the FCC and a surprise participant, the solicitor for the City of Pittsburgh, J. Frank McKenna.

The FCC, through J. Smith Henley, assistant general counsel, said WENS has not challenged the ch. 11 grant properly. The station should have first submitted a petition for reconsideration, he said. Mr. Henley stated there is no showing of likelihood that WENS will succeed on the merits of the case and therefore he saw no necessity to hold up construction.

He said Pittsburgh has only one vhf outlet that provides principal city service. Mr. Henley further declared WENS has not shown that construction of the station at this time would inflict "irreparable injury."

Mr. McKenna said he was taking no position on the merits of the case, but felt a stay of construction would harm the city. He said Pittsburgh, with a metropolitan population of 1½ million people, lags behind cities of comparable size in tv service.

The solicitor concluded, in reply to a WENS charge, that vhf stations in Steubenville, Ohio, and Johnstown, Pa., cannot be considered Pittsburgh stations.

WENS, represented by Vernon Wilkinson, of McKenna & Wilkinson, argued that its operation is "doomed" if the ch. 11 station goes on the air. Thus, winning the pending appeal to force a new hearing would be a useless victory, WENS said.

Mr. Wilkinson declared when the second vhf outlet goes on the air WENS will lose its network affiliations plus national spot adjacencies. At present, WENS is affiliated with CBS and ABC. KDKA-TV (ch. 2) there is a primary NBC affiliate.

The Pittsburgh uhf said that for two summer months, emphasizing these were hiatus months, it has received more than $8,000 for 49 hours of key CBS programs. WENS further stated it has lost $400,000 since it began operating in August 1953.

The basis of WENS' bid to set aside the ch. 11 grant is its contention that the merger of

as of July 1

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WWSW and WJAS represents a new application that should have been returned to the processing line. WWSW and WJAS were the two remaining applicants for ch. 11 after Westinghouse Broadcasting Co. dismissed its bid following purchase of KDKA-TV. WENS maintained that a new application was formed and it should have been allowed to be a party to the proceeding. It filed an application for ch. 11 which was dismissed by the FCC because it was too late to be considered, FCC said. Under Commission rules, applications for the same facility may not be filed later than 20 days before a hearing starts. The Pittsburgh ch. 11 hearing began in April 1954.

Final grant to WWSW Inc. was made last month [B•T, July 25].

Court Action Said to Bar Reversal of WMFJ Sale

EFFORT by Theodore Granik and William H. Cook to invoke Sec. 309 (c) of the Communications Act in the FCC-approved sale of WMFJ Daytona Beach, Fla., to the Harold Kaye-Emile J. Arnold group [B•T, July 4] was opposed in a petition filed Thursday by attorneys Sam Miller and Abe Stein on behalf of W. Wright Esch, who sold the station. Mr. Esch contends Messrs. Granik and Cook are not parties in interest.

Accompanying the petition is a copy of a decision handed down Aug. 12 in Volusia County (Fla.) circuit court. This decision denied the plea of Messrs. Granik and Cook for an injunction to restrain sale of WMFJ and delivery of the license. The court held the allegations insufficient.

Messrs. Granik and Cook contended they had option to buy WMFJ and the ch. 2 tv permit. In their FCC petition to stay the WFMJ sale and set it for hearing they noted FCC should await the court's decision before acting on the sale.

The Kaye-Arnold group, operating as WMFJ Inc., opposed the Granik-Cook 309 (c) petition in a brief filed Thursday by Koteen & Burt. WMFJ Inc. argues the Granik-Cook claims are invalid and notes that no valid contract exists under the court's dismissal of the injunction plea, which is described as binding on the FCC.

FCC Asks Court to Delay Rochester Ch. 10 Decision

FUTURE of Rochester, N. Y., ch. 10 share-time stations remained unclarified last week following the FCC's request to the U. S. Court of Appeals to stay the issuance of its decision until Sept. 11.

The Commission asked that the "mandate" be held up until the full FCC can consider whether to appeal the decision to the Supreme Court. The FCC is in recess, except for routine actions, until after Labor Day.

In its plea to the appellate court, the Commission said that the two stations now operating on ch. 10, WHEC-TV and WVET-TV, would have to close down for an indefinite period with a resultant loss of service to the public if the mandate was issued immediately.

The appeals court ruled last month that the protest of Gordon P. Brown, WSAY Rochester, against the 1953 grant to the present occupants of that city's ch. 10, should have been allowed [B•T, Aug. 1]. The Commission had refused the protest on the ground that Mr. Brown had not been detailed enough in his allegations.

Under the law, when a protest against a grant made without a hearing is accepted, the grant in question must be stayed. The stations have been operating since November 1953.

Loyola U. Files Opposition In New Orleans Ch. 4 Case

OBJECTIONS to the examiner's initial decision favoring the grant of New Orleans' ch. 4 to WTPS-*New Orleans Times-Picayune* and *States* [B•T, July 11] were filed with the FCC last week by Loyola U. (WWL New Orleans).

Loyola U. asked for oral argument. Deadline for exceptions is August 23.

In a multi-colored, multi-inked document—an obvious reference to the color tv issue in the case, Loyola U. argued that Examiner Elizabeth C. Smith erred in preferring the newspaper application on the grounds that it proposed regularly scheduled programs for outlying areas and regularly scheduled color tv programs.

It claimed that WTPS' programs for so-called outlying areas were a "concocted program" category. The weight given WTPS' color programs was in error, WWL said, because the tinted programs "exceeds the art of color telecasting today." It referred to the opinion of Examiner H. Gifford Irion in the Charlotte, N. C., ch. 9 case where he refused to give any preference to either applicant on color plans because of their "fluid" state [B•T, Aug. 8].

WWL also emphasized the examiner failed to rule against the New Orleans publishing company in the interest of diversification of media and because the newspaper charged combination rates for classified and general advertising.

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Mayer Applies for Permit In Bid to Re-Enter Television

HERBERT MAYER, who in 1954 sold two tv stations plus a manufacturing firm to Storer Broadcasting Co. for $8.5 million, last week made a bid to re-enter broadcasting by applying for ch. 23 at Philadelphia.

The application, filed under the name Ajax Enterprises, Greenwich, Conn., noted that the station will be programmed a minimum of eight hours a day, from 3 to 11 p.m., for a total of 56 hours a week. Total construction costs were set at $414,100, the application showed, with first year operation costs of $500,000 and estimated first-year revenue $200,000.

Funds on deposit in a bank or other depository were reported as $3.5 million.

About 32 staff personnel plus four executives are planned for the proposed station. Transmitter and antenna will be RCA, with the antenna to be located in Ardmore, Pa. Site of the Philadelphia studios have not yet been determined, the application noted.

Mr. Mayer's net income after federal taxes in 1954 was reported at $3 million. In 1953 it was $40,000.

In 1954 Mr. Mayer sold ch. 27 KPTV (TV) Portland, Ore., and ch. 8 WXEL (TV) Cleveland plus Empire Coil Co. (electronic parts) to Storer. He also held a permit for ch. 25 KCTY (TV) Kansas City which he sold to DuMont for $1. This permit was later surrendered.

Three tv stations are in operation in Philadelphia: ch. 3 WPTZ (TV), ch. 6 WFIL-TV and ch. 10 WCAU-TV.

Broadcast Bureau Opposes WMID Initial Decision

THE FCC's Broadcast Bureau last week filed exceptions to an examiner's initial decision that recommended the license renewal of WMID Atlantic City, N. J., and transfer of station control from Richard Endicott to Arthur A. Handler and Joseph F. Bradway [B•T, July 11].

The Broadcast Bureau said the decision failed to consider the entire course of conduct between Joseph Slotoroff and David Freedman, general manager, and overlooked Mr. Slotoroff's participation in repaying a bank loan as evidence, which the bureau said, establishes that Mr. Slotoroff had hidden ownership in WMID stock.

FCC Defends Making Grant To WSAV in Savannah Case

THE FCC's right to make a grant, notwithstanding a finding that construction was begun before the grant was made, in violation of the Communications Act, was defended by the Commission last week in filing its brief in the Savannah ch. 3 case in the U. S. Court of Appeals in Washington. It was in answer to an appeal by WJIV Savannah against the grant to WSAV there [B•T, March 7].

The Commission said that the grant in question prohibited the successful applicant from using the premature work in building its station. In this way, the FCC said, the intent of the prior construction provision of the Communications Act was upheld.

The Commission's grant to WSAV prohibited that station from using tower anchor "sleeves" which had been installed atop the Liberty National Bank Bldg. in Savannah when the Savannah station remodeled the penthouse of the building. It termed the construction "insignificant."

RETMA Asks New FCC Rules To Aid Low-Power Vhf Costs

REQUEST that the FCC make rule changes to permit lower operating costs of low-power vhf tv stations and thus make these stations more attractive to potential operators was made last week by the Radio-Electronics-Tv Mfrs. Assn.

Further attention should be given to rules governing daily operations, RETMA said, adding such things as remote control and directional antennas will permit functioning at reduced costs. The association said that in certain cases the FCC should waive the 100 w minimum power rule.

The Odessa Tv Co. Asks FCC To Rehear Ch. 7 Case There

THE ODESSA Television Co. last week asked FCC to rehear the decision that awarded ch. 7 at Odessa, Tex., to another firm, Odessa Television Co., owned by KOSA there and businessman Cecil Mills [B•T, July 18].

The Odessa Television Co., owned by Clarence E. Wilson and Philip D. Jackson, said the FCC erred by not finding that its application would tend toward diversification of media of mass communication. Messrs. Wilson and Jackson said the FCC disregarded Mr. Jackson's experience in the operation of KTVQ (TV) Oklahoma City. They also questioned the "grandiose" program proposals of KOSA-TV and said the FCC erred by not giving consideration to Mr. Jackson's civic activities.

Educators Ask Uhf-Vhf Swap

THE FCC was asked last week by the Board of Public Instruction of Duval County, Fla., to change the channel designated for educational use in Jacksonville from ch. 7 to ch. 36 and make the lower channel available to WJHP-TV, operating on ch. 36. The switch, the board indicated, would allow it to take advantage of an offer of facilities by WJHP-TV [B•T, April 25].

The educational group noted that except for WJHP-TV's offer, there is no prospect for construction and operation of an educational station, either from public or private funds. Last April WJHP-TV filed a similar petition which said it would offer the board facilities costing $550,000.

Johnson, Politics to Part

DEMOCRATIC Gov. Edwin C. Johnson of Colorado said last week that when his two-year term ends next year he will not seek or accept public office in the future. As U. S. Senator from Colorado, Gov. Johnson served several years as member and as chairman of the Senate Interstate & Foreign Commerce Committee and was active in radio-tv legislation.

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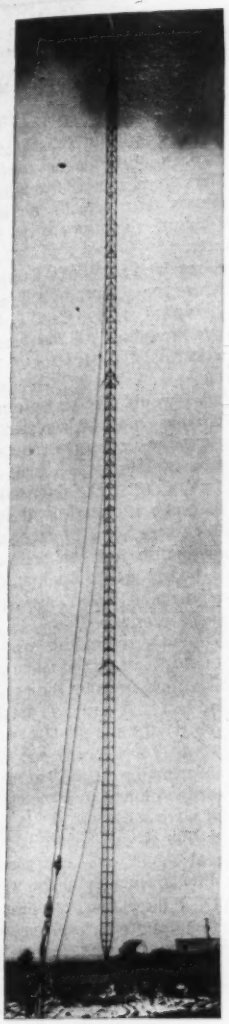

WFMJ-TV
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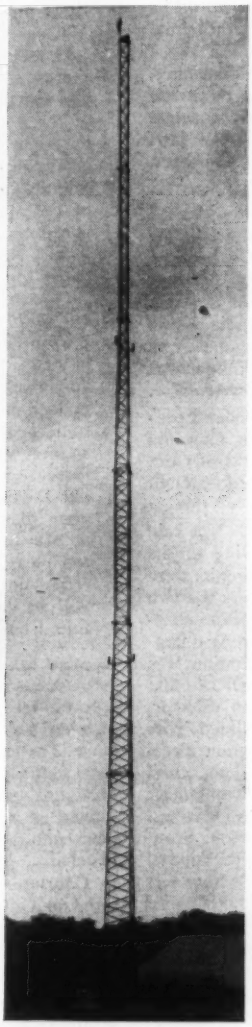
1000-Feet Tall



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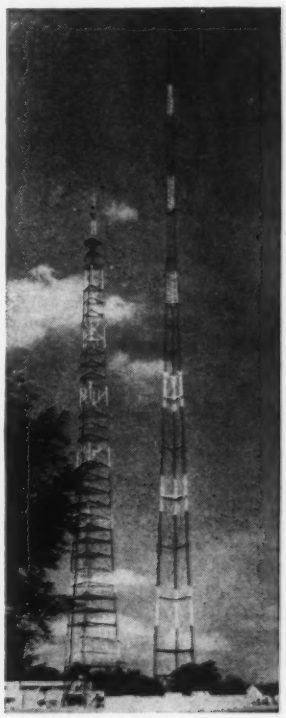

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CONNIE, DIANE GIVE BROADCASTERS UNPRECEDENTED COVERAGE CHANCES

Radio-tv facilities damage is small. Camera crews finish reporting of season's third recorded hurricane when they begin all over again as fourth hits East Coast.

TWO adjacent hurricanes in less than two weeks gave several hundred radio and tv stations, plus the national networks, unprecedented opportunities to keep the public informed of hourly storm trends as well as to promote community efforts to avoid damage and save lives.

As Diane came last week on the heels of Connie, station crews that had returned to their home posts were again dispatched to the Carolina and Virginia shores, where the storms crossed inland.

Little important damage to radio-tv stations was reported from the Carolinas or Virginia. Power shutdowns brought auxiliary equipment into operation in some cases, but as of Thursday night there were no official reports of downed towers or wrecked transmitting plants.

While nationwide interest in the storms was intense, their total damage was estimated at less than $25 million compared to $100 million during Hazel's sweep across the Atlantic area in 1954. Efficient reporting by radio and tv was credited with keeping down damage and loss of life.

MBS aired a special network report on Hurricane Connie Aug. 12 in addition to information on the hurricane which the network carried on all its regularly scheduled news shows. A number of stations in areas hit by the hurricane made tapes of developments in their respective communities and sent them to MBS for network broadcast.

On Aug. 12 CBS-TV took its cameras to the Weather Bureau in New York for a special telecast, 11:15-11:30 p.m. The preceding night the network carried a pickup on *Douglas Edwards and the News* from Andrews Air Force Base, Washington, for an inspection of special hurricane-detecting equipment installed there. Throughout the storm, network camera crews were at work along the coast from South Carolina to Maine shooting film for use on network newscasts.

A live pickup from the Washington Weather Bureau was telecast by NBC-TV Aug. 10 on its nightly *Camel News Caravan*. On the same program the network visited Andrews Air Force Base. On Aug. 10 live pickups from Washington were featured on *Today*. Throughout the hurricane NBC-TV camera crews were active along the Atlantic seaboard filming the hurricane for use on new shows. Among films used on telecasts were shots from Norfolk, Va., Myrtle Beach, S. C., and Wilmington, N. C.

NBC Radio stationed commentator W. W. Chaplin at Riverhead, Long Island, where he aired broadcasts on the storm. The network also carried live pickups from WPTF Raleigh, WTTM Trenton and KYW Philadelphia. News of the hurricane was aired on all regular news programs and the network reported that it was followed closely over the weekend on *Monitor*.

CBS Radio on Aug. 12 and 13 broadcast eyewitness accounts direct from North Carolina and Virginia on the progress and effect of Connie as it swept inland and northward through those states.

WFMC-AM-FM Fayetteville, N. C., said at least a dozen stations were picking up its hurricane reports off the air. Beep circuits were operated around the storm area during the two hurricanes, with special Diane broadcasts starting last Sunday shortly after the Connie operation had ceased. What-to-do information was carried, based on advice from official and relief agencies. Vestal Taylor, news director, headed the hurricane staff that included Tom Slade, newsman; Mack Stamps, program director; Johnny Joyce, announcer; Jack Ikner, chief engineer; Allen Hall, transmitter engineer; Tom Harrell, commercial manager, and Robert Nietman, salesman. Victor W. Dawson, president-general manager, coordinated the operation. Messrs. Ikner and Hall operate ham sets in the civil defense network.

WMCT (TV) Greenville, N. C., sent three movie crews from Wilmington to Pamilco Sound, augmenting its telephone reports and other weather information sources. Shortwave transmitters and receivers were set up in the main studio. The Diane coverage followed the pattern of WMCT's Connie operation. Many personal messages were carried.

WARL Arlington, Va., covered the storms from flooded offices, wading through the water while getting latest reports from all available sources and broadcasting them as fast as news was gathered.

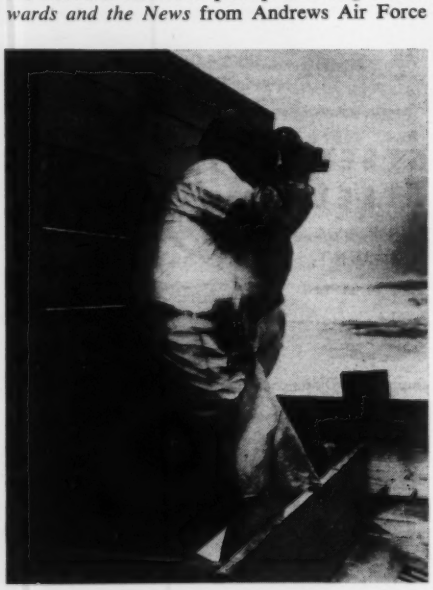
WIP Philadelphia received beep reports from the skipper of a fishing boat at Barnegat Light Basin, N. J. Ralph Brent, WIP vice president, handled the loop. Sam Serota, special events director, set up a beep circuit to get Carolina cape reports. Bob Memefee, WIP mc., fed reports from his vacation spot at Wildwood, N. J.

WBT-WBTV (TV) Charlotte, N. C., had a five-man team covering the hurricanes. Two reporters, two photographers and an engineer provided remote service. During Connie, 74 reports were broadcast in a three-day period in what was dubbed "Reign of Connie" coverage. The crew left last Tuesday for the coastal area as Diane approached. It included Clyde McClain, announcer, and Nat Tucker, photographer, at Charleston, S. C.; Nelson Benton, news editor, Earl Wells, photographer, and Bill Pritchard, engineer, at Myrtle Beach, S. C. In Charlotte a ham radio network was monitored and direct contact was maintained with the weather bureau at Raleigh-Durham airport. WBTW (TV) Florence, S. C., was serviced by WBTV.

WFMY-TV Greensboro, N. C., kept a crew on the coast during both hurricanes. Jack Wiggins, film director, and Buddy Moore, staff photographer, worked through 80-mile winds to shoot the hurricane. They covered the evacuation of tourists during Connie, sending film to Greensboro. WFMY-TV carried extensive local, state and network programming plus coverage from its own crew.

WBIG Greensboro found a reverse switch during the storm. The local weather bureau, which WBIG normally contacts in its daily weather coverage, reported it was getting latest information from the station which was monitoring a line direct from the coast. Robert Montgomery and Daniel Griffin, of the WBIG staff, were stationed at Wilmington. Its mobile gear operated after power went out, with staff men cruising around the area between Myrtle Beach, S. C., and Manteo, N. C.

WLOW Norfolk, Va., kept telephone con-



HIS SECOND hurricane in two weeks is shot by Buddy Moore, station photographer of WFMY-TV Greensboro, N. C., from this semi-protected spot. Jack Wiggins, WFMY-TV film director, and Mr. Moore were back in Greensboro only one day after Connie when they were sent right back to the Carolina coast to cover Diane.

And Ships at Sea

IS PUBLIC SERVICE programming appreciated?

Stations working around the clock to provide their areas with fast, reliable and complete hurricane information receive calls and letters from appreciative listeners and viewers, but actually do not realize how helpful their service can be in many places.

A message received by WJWL Georgetown, Del., from the skipper of a British vessel tells a typical story. Capt. L. G. Goldie, of the freighter *SS Berylstone*, wrote this letter to WJWL:

"Dear Sirs:

"I feel that I would like to write and express my thanks and also compliment you for the excellent coverage you gave of the position of Hurricane Connie on the night of Aug. 12. The information given out on your station was of considerable value to seafarers. I am master of the above British freighter and happened to be bound to Alexandria, Va., from Newfoundland with newsprint paper for the *Washington Post*.

"I was searching round the band of our radio for hurricane information and I happened to tune in your station and in view of the fact that you gave out that you would be on the air all night I remained tuned to your station and your sources of information seemed to me to be more up-to-the-minute than the official forecasts and were most useful. In closing I would like to say that I enjoyed your music although our own position at sea on that particular night wasn't too pleasant. I hope that you have all rested up after your night session and I will be tuning in to your station next time I am passing the Delaware area."

tact with other stations in the Carolinas and ham operators, bringing regular reports. Bob Drepperd, program director, was in charge. Public service messages were provided the Red Cross and other public agencies. Over 900 bulletins were carried during Connie alone.

In New England, WTIC Hartford, Conn., stayed on the air all night Aug. 12, providing advisories from Travelers Insurance weather bureau under direction of Thomas Malone, chief meteorologist.

WUNC-TV Chapel Hill, U. of North Carolina station, installed cameras at Raleigh-Durham airport, telecasting hourly or half-hourly throughout the storms. Other tv stations picked up the signal for rebroadcasting. Special features were telecast and Bill Long, WUNC-TV meteorologist, supplied commentary. Wesley Wallace, news director, handled special events. Ham operators activities were followed by the cameras. Volunteer university students with tv training helped provide 24-hour coverage. Programs were fed from WUNC-TV's Raleigh and Greensboro studios. Duff Brown, WUNC-TV tv director, and Allen MacIntyre, chief engineer, directed and coordinated programming.

Prediction that more than 100,000 tv home antennas along the Atlantic Coast would be knocked down this year by hurricanes was made by Harold Harris, Channel Master Corp. engineering vice president. He figured the 1955 loss may exceed 1954 because there are more antennas now in use and the hurricane season has started earlier than usual.

WTVJ (TV) Will Advise Hotels on Tv Setups

FREE CONSULTING service to area hotels and convention sites to help them make the best possible use of television has been offered by Lee Ruwitch, executive vice president and general manager of WTVJ (TV) Miami, Fla.

Pre-planning of network tv origination facilities and closed-circuit tv setups for business groups in southern Florida hotels now under construction falls within the scope of the station's program. Jack Shay, WTVJ (TV) vice president, will handle the service.

The station itself also is making plans for a heavier schedule of remote originations and color work. Among other equipment it is purchasing a 35-ft. trailer—what the station terms "a network color studio on wheels."

Hey, you

Don't forget Sept. 9 is deadline for B•T's Radio Issue out Sept. 19.

WCPO-TV Sets Three Panels On Subscription Tv Dispute

FEE VS. FREE TV is the subject of three panel discussions to be aired next month by WCPO-TV Cincinnati, Ohio.

Proposed pro-pay television panelists are: Joe Wright, vice president and general counsel of Zenith Radio Corp.; Ted Leitzell, Zenith director of public relations, and Bob Hall, Skiatron Electronics & Television Corp. Tentative panelists against subscription tv are: Trueman Rembusch and Alfred Starr, co-chairmen of the Committee Against Pay-As-You-See Tv; Horace Adams, Ohio State Theatre Owners Assn. president, and Victor A. Sholis, general manager, WHAS-TV Louisville, Ky.

Dick Thornburg, editor of the *Cincinnati Post*, is scheduled to be moderator. Complete *Post* coverage of the shows is planned. Both the station and the paper are owned by Scripps-Howard.

The Sept. 13 and 15 discussions will each be a half-hour long and the third, Sept. 16, will be an hour long. All three are scheduled during mid-evening hours.

Purcell to KEYD-AM-TV Managing Directorship

APPOINTMENT of Robert Purcell as managing director of KEYD-AM-TV Minneapolis, was announced last week by Lee Whiting, vice president. Mr. Purcell, an executive vice president, member of the board of directors and stockholder in Massachusetts Bay Telecasters, applicant for ch. 5 in Boston, was formerly a tv consultant in Hollywood.

Mr. Purcell also had been associated with KTTV (TV) Los Angeles first as program director and later as assistant general manager and director of operations. He is the author of *Hidden Costs of Television* and *Management Manual for Television*. He has taught tv production for the U. S. Air Force and has served on the faculty of the Pasadena Playhouse.

Katz Stations Show Increase, Credited to 'Operation ID'

INCREASE in daytime ID business on television stations represented by the Katz Agency Inc., amounting to more than 59% from March to June 1955, was credited last week to the company's "Operation ID" plan.

The plan, according to Scott Donahue, tv sales manager of Katz, offers 15 daytime ID's a week at a flat package price. He said that last March it was suggested to Katz-represented stations that a package of daytime ID's be made available at a price approximating that of three nighttime ID's. Of the 35 Katz tv stations, 27 have instituted "Operation ID" and the remaining eight have some other form of ID plan.

Mr. Donahue said the three-month report bore out the company's contention that a combination of daytime and ID could be "an effective, low-cost method of tv advertising." Among the national and regional advertisers who have bought the "Operation ID" packages on Katz stations, he said, are Lanolin Plus, Lite-Bake biscuits, Maxwell House coffee, Tetley tea, Vitality feeds, and Wish-Bone salad dressing. Stations, he said, have reported making many more sales on local accounts.

$100,000

5.6 new homes are built each working day in Lubbock, Texas! Total construction costs—$100,000 per day! It's a fast-growing, fast - buying, vital market you cover thoroughly with KDUB-TV only!

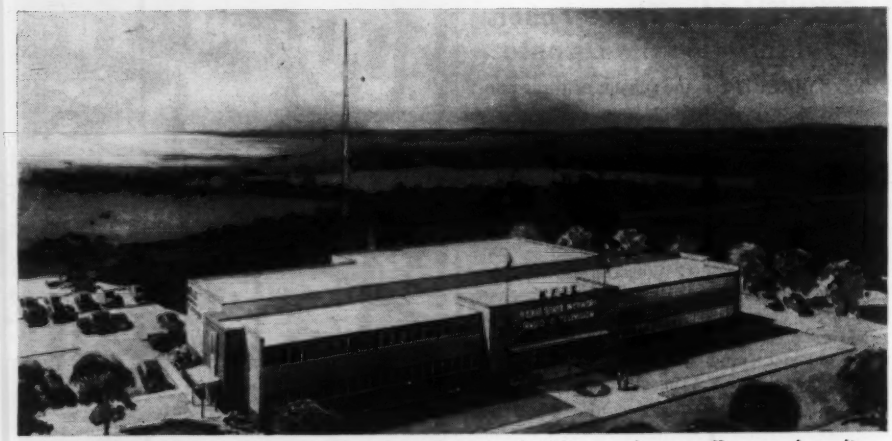
affiliated CBS Du Mont

KDUB-TV

LUBBOCK, TEXAS

NATIONAL REPRESENTATIVES: AVERY-KNODEL, INC.

W. D. "Dub" Rogers, President & Gen. Mgr.
George Collie, National Sales Manager



CONSTRUCTION is nearly completed on this new building to house offices and studios for KFJZ-TV Fort Worth, slated to begin telecasting Sept. 11 on ch. 11. The CBS affiliate will become the fourth television station in the Fort Worth-Dallas area [B•T, Aug. 8].

Goal Set at $1 Million For KFJZ-TV Local Sales

ALTHOUGH air date for KFJZ-TV Fort Worth is still three weeks away, local sales alone have now passed the $700,000 mark, distributed among 75 accounts. This has prompted Commercial Manager John Hopkins to set a goal of $1 million in local sales by air time Sept. 11.

Dale Drake, KFJZ-TV national sales manager, is now in New York calling on the agencies and working with the station's representative, H-R Television Inc.

KTVW (TV) Creates New Post, Hires Three, Promotes One

KTVW (TV) Seattle has announced the hiring of three new personnel and promotion of another. John Couroier has been named to the newly created post of director of operations. He comes to KTVW from a similar position at KOOL-TV Phoenix.

Also added to the staff were William Rambo as manager of the station's Tacoma operations and William Rickard, sales department. Don Wood, producer-director, has been promoted to program director for the station.

EL PASO county
5th in Texas
in Drug Store Sales*

*1955 Sales Management Survey of Buying Power

If your product is sold in drug stores, you'll want to put your sales story in the key markets where the drug store sales are. Here are the top ten counties in Texas in drug store sales:

1—Dallas County (Dallas)	$37,641,000
2—Harris County (Houston)	37,219,000
3—Tarrant County (Ft. Worth)	18,926,000
4—Bexar County (San Antonio)	17,828,000
5—EL PASO COUNTY (EL PASO)	8,744,000
6—Jefferson County (Beaumont)	8,356,000
7—Travis County (Austin)	7,818,000
8—Nueces County (Corpus Christi)	7,811,000
9—Lubbock County (Lubbock)	6,613,000
10—Galveston County (Galveston)	6,078,000

KROD-TV

CHANNEL 4 • EL PASO, TEXAS
Affiliated with CBS, ABC and DuMont Television Networks
Affiliated with KROD-600 kc — 5,000 watts
Owned and operated by the El Paso Times, Inc.
Roderick Broadcasting Company
Dorrance D. Roderick, President
Val Lawrence, Vice Pres. & General Mgr.
Dick Watts, General Sales Manager
Represented Nationally by The BRANHAM CO.

Let your Branham man show you why KROD-TV is your top drug salesman in the rich El Paso Southwest which includes the Southern portion of New Mexico.

EL PASO, TEXAS

WNYC Asks $446,495, Would Build Uhf Station

REQUEST for a capital budget of $446,495 for New York-owned WNYC in 1956 was placed before the New York City Planning Commission last week, with $378,000 earmarked for the construction of a proposed uhf television station. This is aside from funds to be sought separately, for day-to-day operations of the communications unit.

In making the request for the funds, Seymour N. Siegel, director of communications for the City of New York, emphasized that the tv operation could be used for municipal services other than direct telecasting. He cited such uses as telecasting of police line-ups, calculated to effect a saving of more than 400 police man-hours a week, and training of fire department personnel.

Part of the money sought, Mr. Siegel said, could be used for maintaining the WNYC tv film unit, which has been producing public service films for distribution to commercial tv channels in the U. S. and many parts of the world.

WSAI-FM Back on Air; Baker Appointed Director

RICHARD B. BAKER has been appointed director of WSAI-FM Cincinnati, which is returning to the air after 21 months, with plans to greatly expand its fm operations. Mr. Baker also is sports director for WSAI-AM, owned by the Gordon Broadcasting Co.

The fm station returned to the air Aug. 15 and initially is operating six hours per day with a power of 14.7 kw. "Renewing fm operations will allow for expansion of the Burger beer baseball network broadcasts of all Cincinnati Redlegs baseball games plus other services after the baseball season," stated Mr. Baker. He is well known in the Cincinnati area for his play-by-play broadcasts of U. of Cincinnati football and basketball games.

Greenwood to WEHT-WEOA

DEL GREENWOOD has resigned as promotion and public service director of On the Air Inc. (WGBF Evansville, Ind.) to become sales development director for WEHT (TV) Henderson, Ky., and WEOA Evansville. Mr. Greenwood will have charge of promotion and merchandising and public service broadcasts for the combined radio-tv operations.

KWOS Promotes Two

R. L. ROSE has been named general manager of radio properties of the Capitol Broadcasting Co., operator of KWOS-AM-FM Jefferson City, Mo., according to Mrs. L. R. Goshorn, president. Mr. Rose will remain in his former position of general manager of the News-Tribune Co., parent organization of Capitol. Announced at the same time was the promotion of E. A. Richter from sales director to station manager of KWOS.

KTLA (TV) Gross Up 40%

ALMOST 40% increase in gross income for the first half of 1955 over the comparable period last year was reported Thursday by Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles.

KTLA Wednesday signed a new pact with International Brotherhood of Electrical Workers providing increases for about 50 stagehands, makeup artists and engineers.

WPAT Increases Rates, Claims Larger Audience

A BOOST of approximately 20% in rates for time on WPAT Paterson, N. J., bringing the gross one-time hourly charge to $360, was announced last week by Dickens J. Wright, president and general manager. The increase, attributed to gains in both total audience and station business, became effective immediately.

Mr. Wright said the station's gross billings for the first six months of 1955 ran 26% ahead of those for the same period last year. The new rate boost is the station's first since July 1952.

Largest audience gains, the station said, are in what is normally considered prime tv viewing time, 7-11 p.m., in which WPAT presents *Gaslight Revue*, a musical feature. Officials noted that after announcing plans to issue a monthly program guide for *Gaslight Revue* they received 15,000 one-year subscriptions at $1 apiece within six weeks. First issue of the program guide will be mailed Sept. 1.

Bandleader Welk Seeks To Break KTLA (TV) Pact

BANDLEADER Lawrence Welk has petitioned the Superior Court at Los Angeles to declare that his contract with KTLA (TV) there is no longer in effect on the grounds the station insisted on inserting a station-break commercial for an advertiser other than Dodge, sponsor of the Welk show, contrary to agreement.

KTLA cancelled the four-year-old Friday night remote program several weeks ago when the issue came to a climax [B•T, Aug. 1]. KTLA contends station-break time has always been open for other sponsors according to industry practice. The station has not filed a formal answer to the suit. Mr. Welk now is on ABC-TV Saturday nights for Dodge.

WTOP-TV Issues New Rates

CHANGE in the rate structure at WTOP-TV Washington became effective July 1 with the issuance of the station's Rate Card No. 7 Class AA one-hour time is unchanged and Class A one-hour increases from $900 to $916.65. Only major change is recorded in discount policy with a discontinuance of a days-per-week discount and substitution of a consecutive-weeks discount plan. For almost all categories the new discount for 52 weeks is 20%, scaling down to 10% for 26 weeks.

KTTV (TV) Buys 10 Series

KTTV (TV) Los Angeles, in what it terms "probably the largest acquistion of new programming ever made by a television station at one time," is announcing today (Monday) the purchase of 10 nationally-syndicated film series —more than 706 half-hour shows. The series are: *Jungle Jim, Count of Monte Cristo, Highway Patrol, Adventures of Scarlet Pimpernel, The Ray Milland Show, San Francisco Beat, My Little Margie, Trouble With Father, City Detective* and *Fabian of Scotland Yard.*

KOMO Names NBC Spot

APPOINTMENT of NBC Spot Sales, New York, as national sales representative for KOMO-AM-TV Seattle, Wash., was announced last week by W. W. Warren, vice president and general manager of Fisher's Blend Stations Inc. and Fisher's Television Co., owners of KOMO and KOMO-TV, respectively, and Thomas B. McFadden, vice president in charge of NBC Spot Sales. The appointment is effective today (Monday).

KOMO is a 50 kw outlet on 1000 kc. KOMO-TV operates on ch. 4. With the addition of these stations, NBC Spot Sales now represents 11 tv stations and nine radio outlets.

KFOX Appoints Rambeau

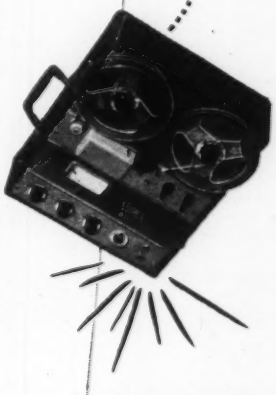
KFOX Long Beach, Calif., has announced the appointment of William G. Rambeau Inc. as its national representative. The station is independent with 1 kw on 1280 kc.

KRSD Fighting $75,000 Personal Slander Suit

A $75,000 slander suit has been brought against newscaster John Tilton and KRSD Rapid City, S. D., by Sheldon Reese, Rapid City real estate man.

The action came as a result of a newscast by Mr. Tilton in which he reported the actions and comments of Mr. Reese during a meeting of the city commission. Mr. Reese is asking $25,000 actual damage and $50,000 punitive damages, alleging that his reputation, character and business were damaged as a result of the newscast.

AN AMPEX FALLS -AND PROVES ITSELF!



A LETTER FROM STATION CFAC, CALGARY, ALBERTA

An accidental fall really proved the ruggedness of one of our Ampex 600's. It had to be located on a narrow shelf four feet above a cement floor in an industrial building. Despite precautions someone pulled on the microphone cable at precisely the wrong moment and the recorder landed on one corner on the floor. The Ampex continued to record, and to the surprise of all concerned, it was impossible to detect the spot on the tape where the machine had fallen off the shelf. The only damage to the recorder was a displaced hold-back tension spring.

At present we have in service two Ampex 401's, two 403's, two 350's and two 600's. Required servicing has been much less than anticipated, and all are within specifications. To say that we are enthusiastic about the performance of our Ampex recorders could be considered an understatement.

Sincerely,

BROADCAST STATION CFAC

Earle C. Connor

E. C. Connor
Technical Director

THE AMPEX 600 WAS DESIGNED BOTH FOR USE AND ABUSE

When the 600 was first developed, Ampex engineers performed a test similar to CFAC's accidental drop—not by accident, but quite intentionally. Also, the Ampex 600 was given running tests equivalent to an estimated 10 years of service. These are reasons why the price you pay for an Ampex buys both the finest performance available and the most hours of service per dollar.

For descriptive literature, write Dept. D-2304

AMPEX CORPORATION

SIGNATURE OF PERFECTION IN SOUND

934 Charter Street • Redwood City, California

Clevelanders Buy Homes Via New Television Show

AFTER one week, WNBK (TV) Cleveland reported $50,000 in real estate moved on its *Homes For Sale* show, despite the hottest house-hunting weather in years. Twenty members of the Cleveland Real Estate Board each feature photos or films of their listings on the half-hour Sunday show.

One dealer not only sold his featured tv home, but the 20 couples responding netted him two other sales, plus several prospects. Viewers contacting realtors like the broad selection, chance for quick comparison and even use the program as a guide to pricing their own homes for sale.

A good indication of the programs success is given by the fact that banks and finance company's are interested in buying into the show.

WNBF Names Hubbell

APPOINTMENT of Andrew G. Hubbell, tv sales manager of WNBF-AM-TV Binghamton, N. Y., as general sales manager of the stations, was announced last week by George R. Dunham, general manager. Mr. Hubbell, succeeding Stanley N. Heslop who retired early this year, joined the local sales staff of WNBF in 1946. He was named local and regional sales representative for WNBF-AM-TV when the tv operation got underway in 1949. In 1953, when separate radio and tv sales departments were organized, Mr. Hubbell was appointed tv sales manager.

Weekend on the Boss

KOWL Santa Monica, Calif., is sending its staff to Las Vegas, Nev., for a weekend vacation with the station picking up the full tab. George Baron, KOWL vice president, credits his staff with much of the station's success and feels that an enjoyable weekend is due all. KOWL is a 10 kw daytimer operating on 1580 kc.

KEX Appoints Christensen

APPOINTMENT of A. H. Christensen as advertising and sales promotion manager of KEX Portland, Ore., was announced last week by J. B. Conley, general manager of the Westinghouse Broadcasting Co. station. He has been continuity director of the outlet for three years.

MR. CHRISTENSEN

Mr. Christensen's radio career was started with a scholarship from KFAB Omaha where he worked in every department of the station. He became affiliated with KEX in 1952.

In his new assignment, Mr. Christensen succeeds Charles L. Burrow, promotion manager, who has been transferred to Westinghouse-owned WBZ-WBZA Boston-Springfield, Mass., as advertising and sales promotion manager. Mr. Burrow replaces C. L. Richards, who has been named national account executive in New England for WBZ and WBZA.

KWAT Plans New Building; Program Format to Be Revised

EARLY next year, KWAT Watertown, S. D., will move into new combined studio-transmitter facilites. A new format of programming is being devised.

KWAT is owned and operated by the Midland National Life Insurance Co. It went on the air in 1926, making it one of the oldest stations in South Dakota, according to Ross Case, manager. The new building will house a large audience studio, a recording studio and a news studio.

City Curtails Stage Drama; KYW Presents Shakespeare

KYW Philadelphia yesterday (Sunday was to present the British Broadcasting Co.'s 2½ hour recording of Shakespeare's "The Merchant of Venice." The city fathers had banned stage production of the play in certain areas of Philadelphia because of strong minority sentiment against it and the station decided to present the BBC version so that people in all sections who wanted could hear the drama.

In announcing the program would be aired Program Manager Gordon Davis said, "We realize that the play may be in part, distasteful to a minority group. At the same time, we know that the majority of people, including this group, are deeply sensitive to the dangers of censorship."

BBC's recording was made by the Shakespearean Memorial Theatre with Michael Redgrave as Shylock and Peggy Ashcroft as Portia.

Munkhof to Head WITI-TV

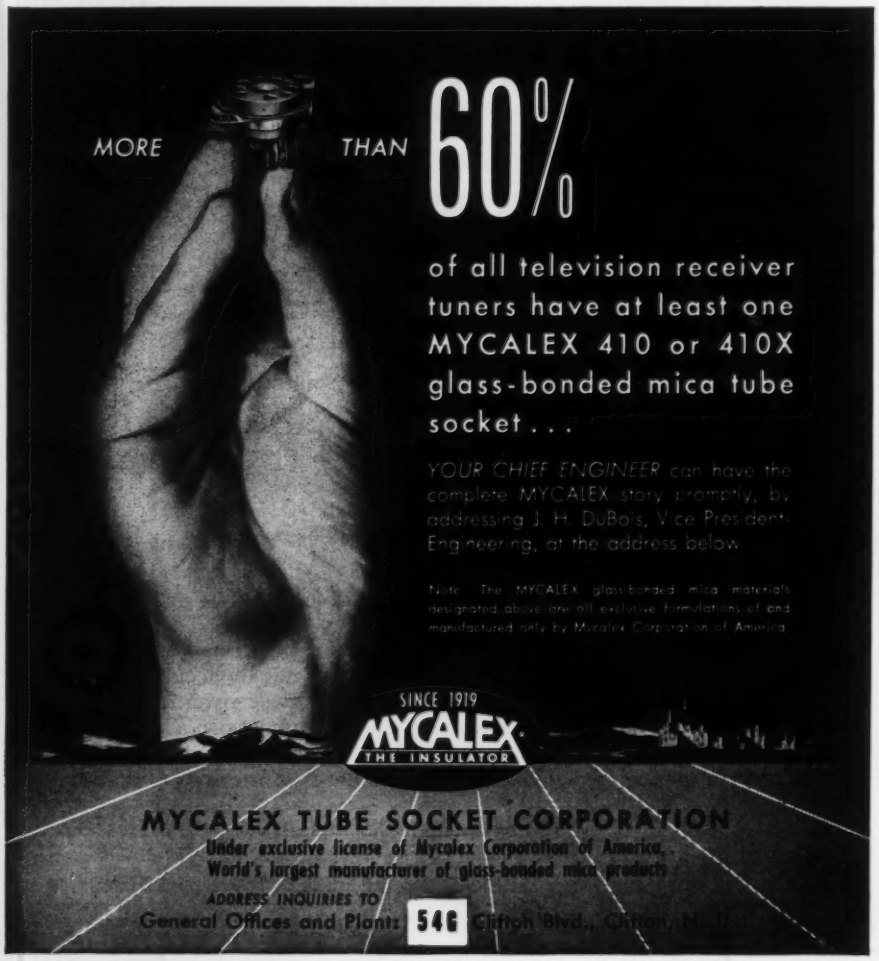
SOREN H. MUNKHOF has been appointed vice president and general manager of WITI-TV ch. 6 Milwaukee, Wis., according to Jack Kahn, president of Independent Television Inc., holder of the WITI-TV construction permit, which has a Feb. 1 target date.

MR. MUNKHOF

Mr. Munkhof has had a long career in radio and tv, starting with WOW Omaha 19 years ago. He helped plan WOW-TV, which began operations in August 1949, and was in charge of tv operations there until late in 1952 when he left to become a tv consultant. His latest position was general manager of WTVW (TV) ch. 12 Milwaukee.

Morris Moves to WORC

M. D. MORRIS, an account executive at WAAT Newark, has been appointed station manager of WORC Worcester, Mass., it was announced last week. Before entering the broadcast industry 13 years ago, Mr. Morris was with the *New York Sun* as manager of hotel, restaurant and night club advertising


MORE THAN 60%
of all television receiver tuners have at least one MYCALEX 410 or 410X glass-bonded mica tube socket . . .
YOUR CHIEF ENGINEER can have the complete MYCALEX story promptly, by addressing J. H. DuBois, Vice President-Engineering, at the address below.
Note: The MYCALEX glass-bonded mica materials designated above are all exclusive formulations of and manufactured only by Mycalex Corporation of America.
SINCE 1919
MYCALEX
THE INSULATOR
MYCALEX TUBE SOCKET CORPORATION
Under exclusive license of Mycalex Corporation of America
World's largest manufacturer of glass-bonded mica products
ADDRESS INQUIRIES TO
General Offices and Plant: 546 Clifton Blvd., Clifton, N. J.

Swinging Doors and Tv

WAY BACK WHEN, when tv was in its infancy, taverns were jammed with customers with one foot on the rail and both eyes on the set above the bar. The novelty has worn off by now, but those sets are still there, and working.

So says a survey conducted by Guide Post Research for WSTV-TV Steubenville, Ohio, which reports that 95% of 300 taverns and bars in the Pittsburgh area had sets in working order. Of those, 71% could receive WSTV-TV's signal. The study was made during Pabst-Mennen *Wednesday Night Fights* time on ABC-TV and WSTV-TV, and found that 92% of the tavern sets were tuned to the fights.

KOIL Goes Independent

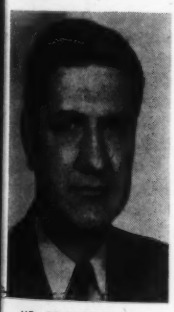
KOIL Omaha becomes an independent station effective Aug. 22 and launches a new program format at the same time which will feature five minutes of news on the hour and half hour plus continuous popular music, according to Don W. Burden, KOIL co-manager. The station also carries the Omaha Cardinal baseball games and is on the air 24 hours a day.

REPRESENTATIVE APPOINTMENTS

WJOY Burlington, Vt., and **WDEV** Waterbury, Vt., have appointed Everett-McKinney Inc., N. Y., as national representative.

STATION PEOPLE

G. Max Kimbrel, general manager, WIPC Lake Wales, Fla., to WHBO Tampa, Fla., as general manager; **Bill Van Steenburgh,** WIPC announcer-sales representative, succeeds Mr. Kimbrel as WIPC general manager.



MR. REYNOLDS

L. W. (Lew) Reynolds, sales staff, WAGA-AM-FM Atlanta, Ga., appointed sales manager.

Rick Bennett, formerly with WHLD Niagara Falls, N. Y., to WFRM Coudersport, Pa., as program director, succeeding **Joseph Manning,** who has moved to WBNY Buffalo, N. Y.

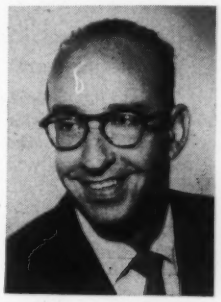
Jack Day, formerly with WFBR Baltimore, to WAYE Baltimore as program director and personality; **Winnie** and **Harry Phillips,** personality team, formerly with WMAR-TV Baltimore, to WAYE; **John MacLean** to station as sports personality.

Robert Askey appointed program director, KFOR Lincoln, Neb., succeeding **Av Bondarin,** resigned; **Ralph Johnson,** WKHM Jackson, Mich., **Art Westergard,** KRBI Grand Island, Neb., and **Joe Cooper,** KGLO Mason City, Iowa, to KFOR as announcers.

Alvin Perlmutter, *Tex and Jinx Show* business manager, WRCA-AM-TV New York, appointed station special projects, news and special events manager.

Jon E. Arden, former advertising and sales promotion director, Food Fair and Carl's supermarket chains, Miami, to WTVJ (TV) there as merchandising director.

Harry Bartolomei, formerly assistant chief engineer, KCCC-TV Sacramento, Calif., appointed chief engineer, KNTV (TV) San Jose, Calif., scheduled to go on air about Sept. 1.



MR. BARTOLOMEI

George Diefenderfer Jr., formerly with Paul H. Raymer Co. (station representative), Chicago, appointed national sales service director of WISH-AM-TV Indianapolis, Ind., and not sales manager as was reported in AT DEADLINE, Aug. 1.

Hal Shaner, appointed producer-director-coordinator, WROW-TV Albany, N. Y.

Glen H. Robertson, formerly general manager, KLRA Little Rock, Ark., to sales staff, KABC Hollywood; **Jim McCulla,** in freelance writing, sales and public relations, to KABC news and special events dept., handling morning newscasts.

William F. Abbott Jr., formerly on sales staff, WSTC Stamford, Conn., to WKNB West Hartford, Conn., as salesman.

Bob Flanigan, NBC Radio Spot Sales, Chicago, to sales staff, WOV New York.

Frank Bissett, news director, KCEN-TV Temple, Tex., to KRLD-AM-TV Dallas, as news commentator.

Charles L. Burrow, promotion manager, Westinghouse-owned KEX Portland, Ore., transfers to Westinghouse WBZ-WBZA Boston-Springfield, Mass., as advertising and sales promotion manager, succeeding **C. L. Richards,** who has been named WBZ-WBZA national account executive.

MR. BURROW

Edith Kirkham, formerly radio-tv estimator, J. Walter Thompson Co., N. Y., to WMGT (TV) Pittsfield, Mass., as traffic manager, succeeding **Mrs. C. A. Oakes,** resigned.

Allen Pierce to announcng staff, WGLS Decatur, Ga.

Don Sherman, formerly with WKXL Concord, N. H., signed by WAFB-AM-FM-TV Baton Rouge, La., conducting daily record show.

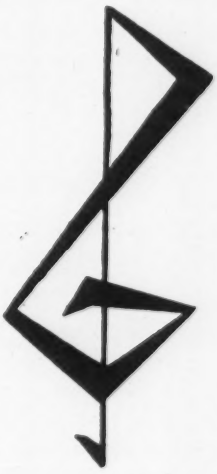
Robert Holquin, Spanish-English announcer, to KOWL Santa Monica, Calif.

Mary Deller named assistant to treasurer, Radio Cincinnati Inc. (WKRC-AM-TV Cincinnati).

Gordon Coker, graduate, Northwest Radio &

THE BEST MUSIC IN AMERICA

a repertory of distinction



and an outstanding Transcribed Library

SESAC INC.
475 Fifth Avenue
New York 17, N.Y.

Tv School, Portland, Ore., to KGNC-TV Amarillo, Tex., as cameraman-projectionist.

Woodrow Cox, formerly chief engineer, KCEN-TV Temple, Tex., to KTBS-TV Shreveport, La., in engineering position.

Charles W. Grim, former general manager and commercial manager, KOME Tulsa, Okla., to KVOO Tulsa as account executive.

MR. GRIM

Robert Hund, former DuMont Tv Network staffer, to sales staff, WJR Detroit.

Arthur M. Ford, former account executive, KVOO Tulsa, Okla., to sales staff, KOTV (TV) Tulsa as account executive.

Merle H. Tucker, owner and manager, KGAK Gallup, N. M., appointed chairman, national steering committee, Farm-City Week, Oct. 23-29; **Ward Quaal,** vice president and assistant general manager, WLW-WLWT (TV) Cincinnati, and **Hollis Seavey,** director, Clear Channel Broadcasting Service, named to committee.

Howard L. (Pat) Jeter, chief engineer, KTFY Brownfield, Tex., died Aug. 13 in Big Spring, Tex. Survivors include wife Jean, son, mother and sister.

MD. COMMUNITY TV SEEKS ADVERTISING

Cumberland firm moves into program origination field and tries for adjacency sponsorship of repeat shows.

MOVE into the field of program origination and the sale of advertising time has been undertaken by the Potomac Valley Television Co., a community television system in Cumberland, Md.

Letters have been sent to major advertisers and networks offering to run kinescopes of network shows, including commercials, gratis on a vacant channel in the five-channel Cumberland system. The wired tv company picks up and relays each of Washington's four tv stations.

The company explained that it plans to sell adjacencies before and after the programs to the local dealers of program sponsors. It also will sell time between programs (presumably similar to IDs) to other local advertisers. Rates will be less than $10 per minute.

Some responses to this offer have been received, J. Holland Rannells, president of the company, told B•T last week. Network reaction has been that the question of property rights and overlap with affiliates must first be determined, Mr. Rannells said.

The community tv system, which has been operating since 1951 with a three-channel system, has 5,000 subscribers, with a total potential of 15,000 families, Mr. Rannells said.

Last year, the company acquired two camera chains, a film and a slide projector and a multiplexer. On a five-days-a-week schedule, it originated local programs for the hour 7-8 p.m. These consisted of free and purchased films, local sports and news, dance studios, local teacher's college. It also covered Kiwanis, Lions and other civic meetings, and presented interviews with "interesting" people.

The local originations were put on a pre-empted channel. Mr. Rannell explained that the closed circuit channel which was taken out of relay service for local programming was usually one that was either poorest in reception or one that was duplicating the same network show another relayed station was presenting. At that time, the Cumberland antenna company was feeding Pittsburgh, Johnstown and Altoona stations to its subscribers.

In only one instance was payment made for local originations, Mr. Rannells said. This was during the 1953 primary and general election, when five local merchants paid $20 apiece to participate in election returns. They were allowed several minute announcements during the evening.

The local closed circuit service was discontinued last summer, Mr. Rannells explained, and was not reinstituted. With the changeover to the five channel system in March of this year, the fifth channel became available for local origination without deleting reception from any of the presently-relayed Washington stations, Mr. Rannells said.

In his letter to advertisers and networks, Mr. Rannells declared the audience for reruns would be substantial.

"Many of our subscribers complain that they miss seeing many good programs due to the fact that the networks normally run their best programs opposite each other, so we believe our setup will do a good job of serving the public, and at the same time serve your representatives well," he wrote.

The closed circuit system will be operated by a separate company, the Potomac Valley Telecasting Corp., Mr. Rannells explained. This, owned by the same principals who own and operate the relay system, maintains the distinction between relay functions and the orginating business, Mr. Rannells said.

The Cumberland experiment is believed to be the first in the community tv field.

Until last week, Cumberland's WTBO-TV (see page 82) held a grant for ch. 17 there. It was withdrawn by FCC when the local station failed to seek renewal of its construction permit.

The only comparable situation in the community tv field is that in Douglas, Ariz., where Trans-Community Tv Networks Inc. has arranged to feed kines of network shows to its subscribers. It does not relay stations' signals, being too far from tv stations to pick up and route such programs to its subscribers.

New Football Show Released by World

NEW RADIO show for the coming football season has been released by World Broadcasting System, New York. The program, *Fifty Yard Line,* is made up of 13 weekly half-hour programs scheduled to begin Sept. 4.

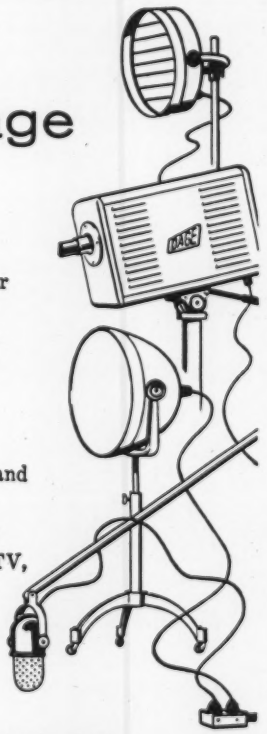
Features of the show include "Pigskin Payoff," a compilation of facts, figures and past performances in gridiron history; the "Big Game" in which local football news is integrated with news of important nationwide contests, the "Winning Play" which gives word pictures of the top plays in famous games; "Football Previews," outlining a line-up of the principal games scheduled for each week, and the "Trophy Room" which consists of stories about outstanding players and coaches.

packaged TV by Dage

Now ready for low-power installations

Now you can get everything you need for your low-power TV station in one package — from DAGE TV. This packaged station, thoroughly tested and proven in actual daily operation includes cameras, transmitters, antennae, studio monitors, microphones, as well as complete lighting, testing and servicing equipment.

DAGE equipment, thoroughly up-to-the-minute in design and application, assures you low-cost, low-maintenance operation. For complete details on DAGE "packaged TV" or on individual DAGE units, write, wire or phone DAGE TV, Michigan City, Indiana, Michigan City 3-3251.



DAGE TELEVISION
Division of
Thompson Products, Inc.
Michigan City, Indiana

IN CANADA DISTRIBUTED BY ROGERS MAJESTIC ELECTRONICS, LIMITED, TORONTO, ONTARIO

Daytimers Map Plans At Directors Meeting

BOARD of directors of Daytime Broadcasters Assn. held a policy meeting in Chicago's Sheraton Hotel last Monday, mapping strategy for the association's continued fight before the FCC for uniform sign-on, sign-off hours.

Jack Younts, WEEB Southern Pines, N. C., and Ray Livesay, WLBH Mattoon, Ill., board chairman and former DBA president, presided over the strategy sessions. The board approved expenditures for expanded activities, including further studies on DBA objectives, to be announced to the membership this week. DBA now claims some 200 members among daytime-only station ranks.

Board members attending Chicago meeting, in addition to Messrs. Younts and Livesay, were Robert D. Enoch, WXLW Indianapolis; James H. Firmin, WMOK Metropolis, Ill.; Richard E. Adams, WKOX Framingham, Mass.; Ted Woods, KOSE Osceola, Ark.; Ralph L. Weir Jr., KJCK Junction City, Kan.; Ben Letson, WMOP Ocala, Fla.; Cecil Woodland, WQAN Scranton, Pa.; George J. Volger, KWPC Muscatine, Iowa; Morrie Mindel, KGST Fresno, Calif., and Edwin Evans, WWST Wooster, Ohio.

SHIRTSLEEVE session of Daytime Broadcasters Assn. board of directors in Chicago last week brought together (l to r): seated, Jack Younts, WEEB Southern Pines, N. C., DBA president; Morris Mindel, KGST Fresno, Calif., vice president in charge of public information; Ben Letson, WMOP Ocala, Fla., director; Ray Livesay, WLBH Mattoon, Ill., board chairman; George Volger, KWPC Muscatine, Iowa, secretary; standing, directors Jim Firmin, WMOK Metropolis, Ill.; Richard E. Adams, WKOX Framingham, Mass., and Ted Woods, KOSE Osceola, Ark.

Swezey Heads NARTB Unit On Freedom of Information

ROBERT D. SWEZEY, WDSU-AM-TV New Orleans, has been named chairman of the new NARTB Freedom of Information Committee, announced Thursday by NARTB President Harold E. Fellows. Membership includes news and public affairs directors of the networks.

The committee will hold its first meeting Aug. 29 at the Waldorf-Astoria Hotel, New York, to hear a report on the tv test coverage this week of the American Bar Assn. convention in Philadelphia (story page 82). It will also review work of state broadcasting associations in the freedom of information field. Most of the state associations have formed freedom of information committees.

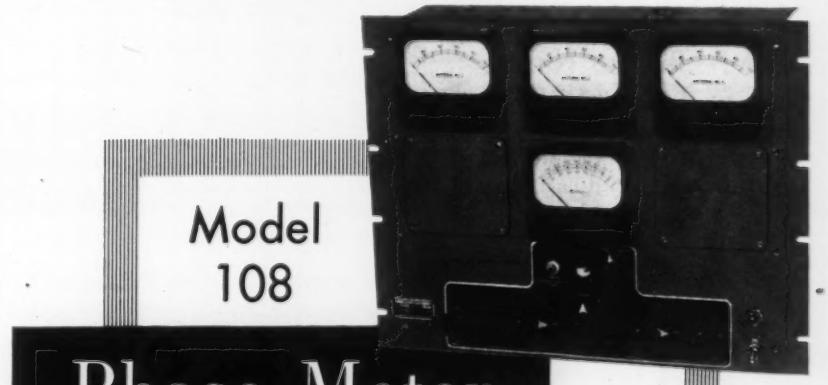
Members of the new NARTB group, besides Chairman Swezey, are: Joseph L. Brechner, WGAY Silver Spring, Md.; Victor C. Diehm, WAZL Hazelton, Pa.; Richard O. Dunning, KHQ Spokane, Wash.; Harold Essex, WSJS-TV Winston-Salem, N. C.; Henry H. Fletcher, KSEI Pocatello, Idaho; Frank Fogarty, WOW-TV Omaha; John S. Hayes, WTOP-TV Washington; F. Ernest Lackey, WHOP Hopkinsville, Ky.; Paul Raibourn, KTLA (TV) Los Angeles; Victor A. Sholis, WHAS-TV Louisville; P. A. Sugg, WKY-TV Oklahoma City, and E. R. Vadeboncoeur, WSYR Syracuse, N. Y. The network members are John Daly, ABC; Sig Mickelson, CBS; Milton Burgh, MBS, and Davidson Taylor, NBC. Nick Basso, WSAZ Huntington, W. Va., was named an observer representing Radio-Television News Directors Assn. at committee meetings.

N. M. Broadcasters Meet

SEMI-ANNUAL meeting of New Mexico Broadcasters Assn. will be held Aug. 27 at the Alvarado Hotel, Albuquerque. The program will be crowded into a one-day session starting at 8 a.m. It will follow the shirtsleeve pattern, according to Lloyd Hawkins, KHOB Hobbs, NMBA president. Speakers will include Grady Franklin Maples, co-owner of KGMC Englewood, Colo., and KLLL Lubbock, Tex., discussing local sales, and Charles H. Tower, manager of the NARTB Employer-Employe Relations Dept., who will speak at the luncheon.

Tv Ethics Meeting Planned

INVITATION to all television producers to attend a meeting in late September to formulate a code of ethics has been circulated by the National Society of Television Producers, Hollywood, B•T was told last week by Max Gilford, acting secretary and general counsel of the trade group. The purpose, he said, is to control production through a code administered by a special committee and thereby avoid any censorship moves by government.



Model 108

Phase Meter

- Complete with remote antenna current meters
- Tailored to your specific requirements
- Unaffected by modulation
- Low power consumption
- Simplified operation

Designed to provide an indication of the phase relations in directional antenna systems. Each instrument is tailored for the particular installation and usually incorporates provision for indicating the relative amplitudes of the currents in the various antennas, as well as the phase relation. The Model 108 Phase Meter has found its principal use in broadcast stations employing directional antennas, but its wide frequency range makes it readily adaptable for other applications.

WRITE DEPT. T FOR FURTHER INFORMATION

NEMS • CLARKE
Incorporated
919 JESUP-BLAIR DRIVE
SILVER SPRING, MARYLAND

Speed and Sales

EVEN before a newspaper is delivered, a radio spot is on the air and the merchandise sold. That is how a preference for radio advertising is expressed by Gailord Zink, manager of the largest supermarket in Salem, Ind. Mr. Zink's impressions of radio are outlined in a four-page folder released by Radio Advertising Bureau, New York. Content tells how radio's long reach enables the Zink Supermarket to gross $250,000 a year in a town whose 5,000 population is serviced by 28 other food outlets.

Los Angeles Adv. Women Install Hughes as President

CLAIRE HUGHES, women's director of KWKW Pasadena, Calif., last Friday was installed as president of the Los Angeles Adv. Women. Also taking office were Helen M. Hall, first vice president; Betty Kizer, second vice president; Dee Davis, recording secretary; Anne K. Carr, treasurer; Lucille Liets, corresponding secretary, and Marion Vilmure, assistant treasurer.

New directors are Marjorie A. Lenz, Helen M. Pine and Doris M. Jackson. Gloria Waken and Geraldine P. Knight will serve on the board for another year with Jacqueline Britton, outgoing president and *ex-officio* board member.

Radio Adv. Bureau Names Boorom to Promotion Post

WARREN J. BOOROM, assistant director of local promotion at Radio Advertising Bureau, New York, has been named director of local promotion, it was announced last week. Mr. Boorom has been acting head of the department since May when R. David Kimble was promoted to director of local sales and service.

Mr. Boorom has been with RAB for a year. He formerly was director of advertising and promotion for WTOP Washington and before that, with WWDC Washington.

In his new assignment, Mr. Boorom will be responsible for the creation of sales tools which RAB provides for its member stations to develop local-level business.

Admiral 'Moves' More Sets But Sales, Earnings Drop

THE "movement" of television receivers to dealers by Admiral Corp. was 21% higher the first half of 1955 compared to the first six months of last year, the set-maker reported in a financial statement issued early last week. Among other civilian product boosts were radio sets—up 37%.

Admiral did not report on actual consumer tv sales but noted that movement of receivers is a "direct reflection of consumer business." The report was delivered by John B. Huarisa, executive vice president of Admiral.

Highlights of the 1955 first-half report contrasted to last year's period:

- Consolidated sales of $94,018,923 against $105,201,498 last year.
- Earnings before taxes and other reserves—$2,845,413 compared to $6,054,633.
- Net earnings of $1,946,192 to $2,558,850.

Second-quarter sales fell off from $49,223,936 last year to $43,984,527.

The drop in sales, earnings before taxes and net earnings were discounted by an Admiral official because of a 66% drop in government business which "more than offset sharply higher civilian business."

Philco to Pay for Old Tubes In Effort to Break 'Racket'

PHILCO Corp. is offering radio-tv dealers and servicemen a credit of five cents apiece for used tubes turned into Philco accessory distributors in an effort to break what the firm has termed a $100 million a year racket in worn tubes.

Philco said up to 30 million old tubes annually get into racketeer's hands and that an investigator estimated three million used radio and tv receiving tubes were sold in New York alone over a three-month period.

The tubes collected by Philco distributors will be smashed in the presence of the person bringing in the tube.

McMann, Sarlin Promoted By Westinghouse Electric

EXECUTIVE changes at the television-radio division of Westinghouse Electric Corp., Metuchen, N. J., were announced last week by Dan D. Halpin, general sales manager. Renville H. McMann, district manager for the metropolitan New York area, was promoted to eastern regional manager. H. Joseph Sarlin was named New England district manager, reporting to Mr. McMann, who will have headquarters in New York.

Before joining Westinghouse, Mr. McMann was head of product procurement for Republic Aviation Corp., Farmingdale, N. Y., and president of his own appliance distribution firm. Mr. Sarlin was formerly vice president and general sales manager of DuMont Illinois Inc.

PURCHASE of RCA color tv equipment by KROC-TV Rochester, Minn., is agreed to by (l to r) W. G. Eberhart, representing RCA; Bob Cross, chief engineer of KROC-TV, and G. David Gentling, vice president and general manager of the station. KROC-TV says it plans to start colorcasting in mid-October.

Edgar S. Bloom Dies

EDGAR SELDEN BLOOM, 80, former president of Western Electric Co. and the Atlantic, Gulf and West Indies Steamship Co., died last Monday in New York City after a long illness. Mr. Bloom headed Western Electric, an American Telephone & Telegraph Co. subsidiary, from 1926 to 1939. During his career, Mr. Bloom held the post of president or director in 12 other companies. Upon his retirement he had served 43 years with companies of the Bell Telephone System of AT&T.

Moulton Named AT&T V.P.

ELECTION of Horace P. Moulton as vice president of American Telephone & Telegraph Co., New York, and his appointment as general counsel of AT&T were announced last week. He succeeds T. Brooke Price, who retires Sept. 1. Mr. Moulton has been associate general counsel of AT&T since last April. He was previously counsel for the New England Telephone & Telegraph Co.

AT&T Declares Dividend

QUARTERLY dividend of $2.25 a share was declared last week by the directors of American Telephone & Telegraph Co., New York. The dividend is payable Oct. 10 to share owners of record at the close of business Sept. 12. It is the 138th consecutive dividend at the annual $9 rate paid over a period of 34 years and will go to more than 1,375,000 share owners.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT
GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

July Record Month For Emerson Sales

BIGGEST sales month in the history of Emerson Radio & Phonograph Corp., New York, was recorded in July by Emerson distributors, the company announced last week. Spokesmen said the record was the fulfillment of a promise made at the June sales convention to make July the greatest sales month as an anniversary gift to Benjamin Abrams, president of the company.

In a letter to distributors, Mr. Abrams stated that "this also completes the best six-month sales period in our history. I have every reason to believe that the balance of the year will yield the highest goals in sales and profits for Emerson distributors."

RCA Ships Transmitters

RCA Friday reported it has shipped a 25 kw transmitter to KARD-TV Wichita, Kan. (ch. 3, not yet on air); a 10 kw transmitter to KONA (TV) Honolulu (ch. 11), and a 1 kw transmitter to WCOV-TV Montgomery, Ala. (ch. 20).

Booher Addresses RCA Grads

DIPLOMAS from RCA Institutes, New York, were presented Friday to 226 students. Commencement address on "The Engineering Technician, His Place and Responsibilities" was delivered by Edward E. Booher, executive vice president, McGraw-Hill Book Co.

MANUFACTURING PEOPLE

Donald Kirk Jr. elected vice president in charge of research and development and director, Jerrold Electronics Inc., Phila.; **Caywood C. Cooley,** field service director, elected vice president; **Simon Pomerantz,** controller, elected treasurer and director; **James J. Fuld,** legal counsel, elected secretary and director; **Milton J. Shapp** re-elected president and board chairman; **Henry J. Arbeiter,** chief engineer, re-elected vice president.

Fritz A. Gross, chief engineer, equipment engineering div., Raytheon Mfg. Co., Waltham, Mass., appointed manager of division, succeeding **J. Ernest Smith,** who continues as vice president and director of engineering of Datamatic Corp., recently formed under joint ownership of Raytheon and Minneapolis-Honeywell Regulator Co.

"I'm glad KRIZ Phoenix said to visit the Grand Canyon of Arizona—but which way did Junior go?"

INDEPENDENT Television Inc. contracts to buy a DuMont 25 kw television transmitter, antenna, tower and complete color and black-and-white studio broadcast equipment for its new WITI-TV Whitefish Bay (Milwaukee). Present at the contract signing are (l to r): seated, Sol J. Kahn, secretary of Independent Tv; Jack Kahn, president of Independent Tv, and Kenneth Peterson, marketing manager of the television transmitter department for Allen B. DuMont Labs.; standing, Don Gellerup, consulting engineer for Independent Tv, and John Klindworth, DuMont sales representative.

Dr. B. W. St. Clair, formerly with radio isotopes lab, Syracuse U., appointed research director, Waveforms Inc. (electronic test equipment), N. Y.

Arthur P. Kromer, formerly in charge of production coordination office, digital computer div., Lincoln Labs, Massachusetts Institute of Technology, Cambridge, Mass., appointed chief industrial engineer, manufacturing engineering group, Ampex Corp. (magnetic tape recorders), Redwood City, Calif.

Robert Zollars, formerly manufacturers' representative, to Shure Bros. Inc. (microphones, acoustic devices), Chicago, as staff assistant to vice president in charge of sales.

Michael P. Fumarola appointed publicity director, JFD Mfg. Co., Brooklyn, N. Y.

Monte L. Levin, industrial designer, and radio and air conditioning consultant, Emerson Radio & Phonograph Corp., N. Y., retained by Emerson as tv consultant.

Vincent de P. Goubeau, vice president, materials, RCA, Camden, N. J., and **Arthur F. Vinson,** vice president, manufacturing, General Electric Co., N. Y., named to manufacturing planning council, American Management Assn., N. Y.

MANUFACTURING SHORTS

Prodelin Inc., Kearny, N. J., is distributing new two-color 14-page booklet describing parabolic antennas for use in radio and tv microwave relay systems. Antennas are of mesh-reflector, dipole-feed type in four, six and ten ft. sizes. Booklet, Bulletin 428, contains data on applications, features, descriptions, specifications, photos and ordering information. Available free from firm at 307 Bergen Ave., Kearney.

Sentinel Radio Corp., Evanston, Ill., announces new remote control unit for tv receivers. Lightweight plastic box unit permits viewer to switch dials of set from armchair on which model fits.

Effective September 28, 1955, KMBC-TV joins the nation's most dynamic and fastest-growing television network, the American Broadcasting Company. For programming details, consult your Free & Peters Colonel or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

THE QUAD-CITIES
ROCK ISLAND • MOLINE • EAST MOLINE, ILL. • DAVENPORT, IA.

NOW
¼ MILLION
PEOPLE

According to Sales Management's Survey of Buying Power (May 10, 1955) the Quad-Cities now have 250,200 people with an Effective Buying Income of $5843 per family or $1794 per capita. Cover this rich 450 million dollar market with WHBF radio or TV—the Quad-Cities' favorites.

CBS FOR THE

Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

AWARDS

NBC Announces Winners In New Award Program

FIRST WINNERS of a recently established scholarship and fellowship program at NBC are being announced today (Monday) by Sylvester L. Weaver Jr., president of NBC. The program is aimed at helping to spread high standards in radio and television drama.

The 1955 Presidents Award will go to Robert E. Dierbeck, a tv coordinator of the Milwaukee Public Museum. Winner of the 1955 Employes Award is Frank M. Skinner, a page in the NBC Guest Relations Dept.

Mr. Dierbeck will be presented a $6,000 cash prize and move to New York in the fall to work under the guidance of authorities in the field. Mr. Skinner will receive $2,700 and a scholarship to Yale U. where he will do graduate work in scenic design.

The Presidents Award is open to all applicants who show outstanding talent in the field of dramatic arts. All regular NBC employes are eligible for the employe fellowship.

The scholarship committee is composed of Richard A. R. Pinkham, NBC vice president of tv network programming; Frederick Coe, NBC executive producer, and B. Lowell Jacobsen, NBC director of personnel.

Fund for the Republic To Honor Script Writers

A NUMBER of network and advertising agency executives have been invited to attend a ceremony and party tomorrow (Tuesday) of the Fund for the Republic Inc. when Paul G. Hoffman, the fund's chairman of the board, presents awards to the three top winners in the $29,000 tv script competition held by the fund.

Nineteen scripts were selected from 650 entries dealing with civil liberties, racial discrimination, academic freedom, freedom of the press and related subjects. The network and agency officials were invited in order to acquaint them with programming possibilities of the better scripts. Purpose of the competition was to advance understanding and discussion of the principles of freedom and liberty as set forth in the Declaration of Independence and the Constitution.

The fund also anounced it has moved to new offices from its present location at 1 E. 54th St. to 60 E. 42d St., New York. Telephone is Murray Hill 2-1250.

INTERNATIONAL

Radio Listening in England Dips in April-June Quarter

RADIO LISTENING in England showed a slight drop for the April-June 1955 period compared with the corresponding 1954 period and this trend is carried out even in radio-only homes, according to statistics published by BBC in London.

In the April-June 1955 quarter, evening radio listening among the adult population of the United Kingdom was 13.2% compared to a figure of 14.4% for the same 1954 period. Among the "sound public," or radio-only homes, the listening percentage dropped to 17.8% from 18.2% registered a year ago.

Tv viewing showed a slight gain among the total adult population, according to BBC, with 13.1% for the current period against 10.4% for the corresponding 1954 months. But the gain was not a general one as viewing among the "tv public," or people in homes with tv sets, dropped down to 36.2% from a percentage of 38.8 for 1954.

Reporters Visit Sunken City, Record Underwater Broadcast

RADIO visited a sunken city near Schleswig, Germany, July 25 and the submarine reporters found a fully-loaded Viking vessel and complete pier installations of a city that disappeared beneath the waves 905 years ago.

The occasion was the anniversary of the flood that in 1050 completely submerged the city of Haithabu, a Scandinavian trading center. The reporters, from Finland, Sweden, Norway and Denmark, equipped with diving gear and microphone by North West German Radio, went to the bottom of what now is Lake Haddebyer Noor and, meeting at the bottom, they marked the anniversary with a recorded radio broadcast from the ancient city.

Evening Network Shows Down In Canada Listings

THE LONE network evening show on the August national ratings of Elliott-Haynes Ltd., Toronto, was *Our Miss Brooks* while the International Surveys Ltd. of Montreal listed only two evening network shows in its July ratings for Canada.

CBC News was reported by the diary method of the Radio Panel of Canada to have reached 10% of the radio homes in Canada, with *CBC News Round-up* reaching 6%. Both of these shows were on the International Survey while *Our Miss Brooks* received a rating of 9.4 by Elliott-Haynes. *The Lone Ranger* was the only recorded evening show rated in August with a 5.6 rating by Elliott-Haynes.

Daytime the story was better with eight daily network shows and four recorded or selective shows, according to Elliott-Haynes. Leading daytime network shows were *Ma Perkins* with a rating of 10.4, *Guiding Light* 9.7, *Pepper Young's Family* 9.7, *Road of Life* 9.3 and *Right to Happiness* 9.

In the French-language field the story was somewhat similar with only one evening network show reported, *Un Docteur de Chez-nous* with a rating of 10.3. Daytime there were nine French-language network shows led by *Rue Principale* 17.8, *Quelles Nouelles* 13.6, *Tante Lucie* 13.4, *Francine Louvain* 13 and *Face a la Vie* 12.2.

Tallest Tower?

BELGIUM plans to build a concrete television tower between 2,160 and 2,180 feet high, according to Edouard Ansel, Belgian minister of communications. The tower will be more than twice as high as the Eiffel Tower in Paris.

BBC Strengthens Schedule To Vie With Commercial Tv

THE IMMINENCE of British commercial television has moved the BBC to fortify and enlarge its fall tv schedule. Starting Sept. 19, three days before the scheduled debut of commercial tv in Britain, BBC transmission hours will be increased from the present 36 hours per week to about 49 hours—one hour less than the maximum air time the BBC is permitted to use.

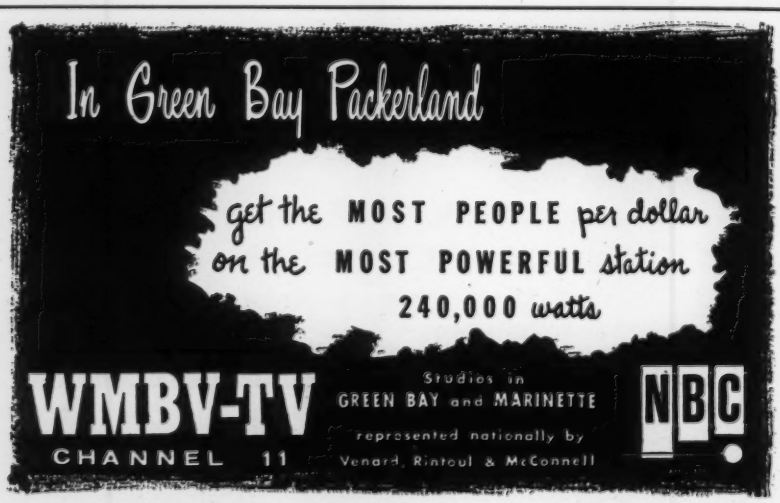
At the same time, the number of separate programs carried by BBC will be increased by about 20, and a second daily newsreel show will be added to the lineup.

British Wage Pact Signed

BRITISH ACTORS in film commercials are guaranteed of £7 [$19.60] for each working day under an agreement reached between British producers of film commercials and the British Actors' Equity Assn. The contract, signed after five months of bargaining, was negotiated by the union and delegates of the Assn. of Specialized Film Producers and the Institute of Practitioners in Advertising.

Canadian Set Sales Report

SALES of tv receivers in Canada for the first half of 1955 amounted to 245,917 sets valued at $75,764,756, as compared with 181,233 sets sold in the first half of 1954, according to the Radio-Electronics-Tv Mfrs. Assn. of Canada. Most of the sets sold this year were in the 21-in. group. Geographically, 91,948 sets were sold in the province of Ontario, 57,719 sets in Quebec province, 68,379 sets in the four western Canadian provinces and the remaining 27,871 sets in the four Atlantic Coast provinces.



VISITING the Telechrome exhibit at the International Trade Fair in Hanover, Germany, are (l to r) U. S. Secretary of Commerce Sinclair Weeks; Alfred Kubel, Lower Saxony finance minister; H. Charles Riker, Telechrome vice president, and J. R. Popkin-Clurman, Telechrome president. The firm featured color equipment.

Telechrome Features Color During Hanover Trade Fair

AT THE invitation of the U. S. Dept. of Commerce, an extensive demonstration of color tv was presented by Telechrome Inc., Amityville, N. Y., at the International Trade Fair in Hanover, Germany.

More than two million visitors came to the fair from over 80 countries and the closed-circuit color programs were shown to large crowds of engineers, industrialists, scientists and other visitors. Telechrome flew more than three tons of color equipment to Hanover enabling Europeans to have their first look at color television.

W. Germany Leads Set Export

WEST GERMANY is now the largest exporter of radio and television sets, according to German manufacturers, who claim that the 900,000 units exported during the 12 months ending in June 1955 top the export figures of the United States, Great Britain or The Netherlands. Of the annual German set output of 2.9 million, almost one-third is being exported, it is reported.

CHCH-TV Increases Rates

CHCH-TV Hamilton, Ont., will increase its rates effective Sept. 1 to $450 per hour Class A time, according to the Canadian Broadcasting Corp.

INTERNATIONAL PEOPLE

E. W. Brodie and **C. W. Duncan** to McConnell, Eastman & Co. Ltd. (adv.), Toronto, as vice presidents.

Roland Beaudry, operator of own Montreal advertising agency, to Collyer Adv. Ltd., Montreal, as vice president and director.

W. Hugh Clark, assistant supervisor of commercial sales, Canadian Broadcasting Corp. Toronto, named supervisor of sales; **Gunnar Rugheimer,** newsreel editor, CBC tv div., appointed senior sales representative; **Donald J. MacDonald,** assistant manager, CBC tv news div., named manager; **Kenneth P. Brown,** tv news editor of div., named assistant tv news manager.

Ralph Draper, radio-television department, Leo Burnett Co., Toronto, to time sales division, All-Canada Television, Toronto.

Aurele Seguin, former network director, Canadian Broadcasting Corp., Montreal, initiated into Roman Catholic Dominican Order. Ceremonies were televised by CBC for French-language tv network, which Mr. Seguin directed until mid-July.

INTERNATIONAL SHORTS

All-Canada Radio Facilities Ltd. and **All-Canada Tv** program services have moved to 44 Wellington St. E., Toronto.

Fremantle Overseas Radio & Television Inc., N. Y., through its Mexico City office, has sold hour-long *Hopalong Cassidy* tv film series, with Spanish sub-titles, to Canada dry bottlers of Mexico for broadcast three times per week over XHGC-TV Mexico City.

Collins Radio Co. of Canada Ltd., Ottawa, Ont., has moved to larger quarters, 77 Metcalfe St.; telephone: 3-6211.

Canadian National Exhibition, Toronto, is using filmed spot announcements on 10 U. S. and most Ontario tv stations, as well as spots on 30 Ontario radio stations to promote annual exhibition at Toronto Aug. 26-Sept. 10. Agency: Foster Adv. Ltd., Toronto.

—PROGRAMS & PROMOTION—

'MARGIE' ON FIVE-TIMES-WEEKLY

WPTZ (TV) Philadelphia believes it is pioneering in daytime television with the scheduling of *My Little Margie* on a five-times-weekly basis starting Sept. 5. WPTZ claims to be the first local tv station screening the network series starring Gale Storm and Charles Farrell in the daytime and the first station to present a previously nighttime network show on a five-times-weekly basis. The series, produced by Hal Roach Jr. and purchased from Official Films Inc., New York, is being backed with an extensive publicity-promotion campaign, including full-page *Tv Guide* ads, newspaper ads, truck streamers, over 3,000 newsstand posters in conjunction with *Look* magazine and an on-the-air campaign.

KTRK-TV KICKS OFF DRIVE

KICKOFF for the national campaign of the Foster Parents Plan for War Children Inc. was staged with a two and one-half hour sports spectacular remote telecast by KTRK-TV Houston, Tex., from the San Houston Coliseum. The show, "Sportorama," was staged Aug. 13 and featured a series of boxing bouts, wrestling matches, a water ballet, exhibition of fly-casting, archery and other events. Following the Houston event, Harlan Lane, Texas golfer and head of the Texas division of the campaign, started a 2,000-mile tour to New York and the East Coast on behalf of the plan.

PARTY FOR PROPHET

ANNUAL birthday party providing free refreshments for 10,000 persons was staged Aug. 14 by KCOP (TV) Hollywood for its program personality, the prophet Great Criswell, at the Knickerbocker Hotel there. Sponsored Tuesday evenings by Ideal Mortgage Co. through Smith & Ganz Adv., the tv prophet predicts the future and invites viewers to send a dime to Ideal for his newest prediction booklet. The party, lasting seven hours, drew 9,000 fans last year, KCOP said.

BIRTH OF POWER

TO PROMOTE its power increase, KFDA-TV Amarillo, Tex., sent to all timebuyers a "birth announcement." On the front is a Texas-style stork, with boots and spurs, carrying KFDA-TV's tower in its diaper-sack. "We are proud to announce the arrival of our power increase,"

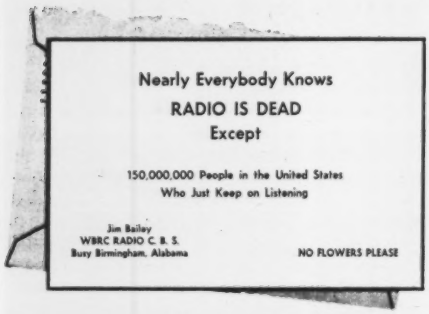
L.B. Wilson INCORPORATED
WCKY
CINCINNATI O.

*81.4% of radio homes in the Cincinnati area listen each week to

WCKY

High Penetration & Low Rates puts your advertising message into the greatest number of Cincinnati homes at the LOWEST POSSIBLE COST

* Pulse C.P.A. Dec. 1954



WBRC Birmingham's latest promotion is in the form of a death announcement—but it makes clear that the supposed deceased (radio) certainly hasn't passed on. It points out that 150 million people just keep on listening.

the brochure says. Caricatures of station and Texas State Network executives are featured. The vital statistics are: parents, Texas State Network; attending physicians, H-R Television Inc. and Clarke Brown Co.; height, 550 ft.; weight, 250 kw; time, June 12; grandparents, CBS and ABC.

WKRC RADIO-TV DAY

WKRC-AM-TV Cincinnati staged a Radio-Tv Day at the city's LeSourdsville Lake, featuring the stations' personalities, and according to Don Daisy, Lake manager, it drew the largest Wednesday attendance in the park's history. Activities were highlighted by a boat race between two teams of tv personalities and two teams of radio talent. Two 30-minute personal appearance shows were staged from the park's outdoor gardens. Hundreds of prizes were given to visitors throughout the day, according to the stations.

BMI

MILESTONES
for September

BMI's series of program continuities are full half-hour presentations . . . simple to do, saleable, excellent listening. Each script in the September package commemorates a special event of national importance:

"V-J DAY"
(Tenth Anniversary—Sept. 2)

"EDUCATION '55"
(School's In—Sept. 12-19)

"TO FORM A MORE PERFECT UNION"
(Constitution Day—Sept. 17)

"THE FIRST BAND CONCERT"
John Philip Sousa
(Plainfield, N. J.—Sept. 26)

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

KING-AM-TV'S BEATS

SEVERAL BEATS are claimed by KING-AM-TV Seattle in its coverage this year of the Gold Cup hydroplane race there, including the only live and recorded coverage of the crackup of Slo-Mo-Shun V. The stations also claim they were the first to air the official winner of the gold cup, to interview the driver and crew of the winning boat, to announce the resignation from racing of Stanley Sayres, whose Slo-Mo-Shun boats had won the cup the previous five years, and were the only ones to obtain immediately after the race an interview with the referee who explained how the judges arrived at their decision and the only stations to provide live coverage of the entire week's activity prior to the race itself. KING-TV's exclusive photos of the complete backward somersault of Slo-Mo-Shun V were published in both Seattle metropolitan newspapers and were sent to papers all over the country via AP wire and to *Time, Life* and *Sports Illustrated*. On the day of the race KING-TV used six cameras and with KING a crew of more than 50 to provide coverage. With next year's race to be held in Detroit, KING-TV has announced if a Seattle boat is entered and cable facilities are avalable, it will televise the event live.

AS ITHERS SEE US

IDECO TOWERS has distributed a brochure of caricatures drawn by Lenn Redman at the May NARTB convention in Washington. Containing 59 caricatures of station, manufacturing, FCC and other industry figures, the brochure says, "Oh wad some power the giftie gie us to see ourselves as ithers see us . . . sketched in fun at Ideco Tower headquarters, NARTB convention. . ." The promotion also features caricatures of seven Ideco salesmen climbing a tower and reminding they will "see you next year in Chicago."

WGAY COVERS FAIR

FOR the second consecutive year personnel of WGAY Silver Spring, Md., will move "bag and baggage" to Gaithersburg, Md., to provide complete coverage of the Montgomery County Fair, Aug. 23-27. Chuck Dulane, program director, and Roy Spickler, technical director, will live, eat and sleep at the fairgrounds along with the animals and farm folk. Other staffers will commute to participate in daily programs. Several regular programs plus special broadcasts will be aired from the fair.

RADIO-TV DIRECTORY

THE MINNEAPOLIS Chamber of Commerce has published a "Twin City Radio-Television Directory" to aid the area's publicity chairmen in standardizing the information supplied radio and tv news and community service departments. Tips also are given the average citizen on what to do in preparing for and appearing on television.

'CHILDREN'S CORNER' ON NBC-TV

JUVENILE show entitled *Children's Corner*, currently on WQED (TV) Pittsburgh, educational station, was scheduled to make its network debut on NBC-TV last Saturday and will run weekly through Sept. 10, 10:30-11 a.m. EDT. Davidson Taylor, NBC vice president, said the series has enjoyed great success on the local level and is being telecast by the network to enable a nationwide tv audience to see it and react to it. It will replace the vacationing *Paul Winchell-Jerry Mahoney Show* for a four-week period.

88-Hour Marathon

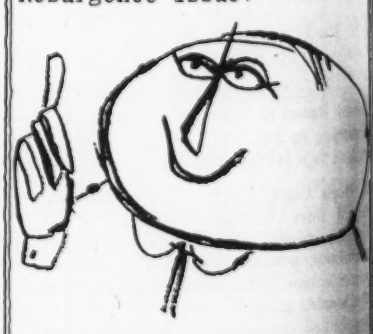
AFTER 88 hours, 5 minutes and 38 seconds of almost continuous time on the air, Jim Hutton of WEAU Eau Claire, Wis., retired for 16 hours of well-deserved sleep. His marathon occurred at the Northern Wisconsin District Fair in Chippewa Falls and was held to promote the use of dairy products. As an inducement for listeners to follow him in the marathon, Mr. Hutton offered a large package of Wisconsin cheese to the first person from each state who called him at the fair.

Marathoner Hutton

5,000 WIN IN SEALY CONTEST

LARGEST limerick contest in the history of the bedding industry is claimed by Sealy Inc., Chicago, which last May launched a $400,000 Posturepedic mattress contest in the U. S. and Canada. Some 5,000 prize winners are expected to be announced today (Monday) in local cities carrying NBC-TV's *Today, Home* and *Tonight* shows and others covered by *Life* magazine spreads. Under the contest, handled by Daniel J. Edelman & Assoc. (public relations), New York and Chicago, the 5,000 winners are eligible for one of three grand prizes—a $20,000 life insurance policy or a

Have you reserved your space in B•T's Sept. 19 Radio Resurgence Issue?



Final deadline Sept. 9
Publication Date Sept. 19

similar amount in cash; a two-week, expense-paid trip to Paris plus spending money, and a 1955 Packard Caribbean convertible car. Each of the 5,000 winners will be given a Posturepedic mattress and local winners will be featured by radio, tv and press. The grand-prize winners will be brought to New York for radio-tv appearances.

'BIG FIVE DAY'

TO PROMOTE its power increase to 5 kw, WRAD Radford, Va., is staging a "Big Five Day," starting with a Big Five Caravan of convertibles donated by auto dealers carrying the station's staff and local bathing beauties to neighboring cities. A squadron of planes is dropping balloons, some of which contain redeemable cash certificates, over the towns. An air-to-ground broadcast is being staged as the planes "bombard" WRAD listeners. The broadcast is being integrated into the "Big Five Show" which is featuring congratulatory messages from congressmen, mayors and sponsors.

BBC PROGRAMS ON WIP

SPECIAL series of programs, *Drama Festival,* has started on WIP Philadelphia in cooperation with the British Broadcasting Corp. The BBC is making available to the station a recorded series of dramatic works that have been featured in England, Australia and South Africa. The first show, Shakespeare's "A Midsummer Night's Dream," was aired last Thursday. Three more will be aired at various times during the next three months and plans are now being made to extend *Drama Festival* throughout 1956 as a regular monthly feature. Participating in last week's opening show were John K. O'Donaghue, British consul general of Philadelphia, and Sir Ian Jacob, BBC managing director, who was on via shortwave from London. Extensive promotion is being utilized to promote the series.

COOLING OFF

TO COOL OFF his listeners on a hot night, Mike Henry, disc jockey with KIOA Des Moines, Iowa, played Christmas and winter music and aired mid-winter weather forecasts, snow-blocked road announcements, blizzard warnings and zero temperatures. The day's high had been 101°. KIOA reports its switchboard was swamped with about 200 calls from listeners including a state trooper who reported the road between Des Moines and Ames, Iowa, had been cleared of snow.

RADIO IS GROWING BIGGER

RADIO is not only "here to stay" but it's "growing bigger every day," according to a promotion piece KWTO Springfield, Mo., is sending to agencies and clients. The mailer points out that in 28 days "thousands of Ozarkians" —representing 339 towns in Missouri, Arkansas, Kansas and Oklahoma—wrote to the station telling "What My Radio Means to Me." Four of the letters are reproduced along with a letter from a satisfied Ford dealer who says that his three-day saturation announcement campaign on KWTO sold 50 cars over the 4th of July week-end. Also included in the promotion piece are statistics showing KWTO's leads the "Ozark Empire" market in lowest cost-per-thousand and highest listenership ratings, and an 11% increase in local advertising over 1954.

SHIP SELLS CARS

WITH THE AID of a model ship, KBUR Burlington, Iowa, helped a local motor company sell 15 new cars and 37 used cars, with results still coming in. After several days of spot teaser announcements, an 11-ft. model of the Hikawa Maru, only Japanese ship un-

damaged in the war, was unveiled at a public showing at the Hawkeye Motor Co. KBUR gave an on-the-spot broadcast of the ceremony before several hundred guests and the motor company gave out certificates entitling a discount on the purchase of a car. In three days, 27 certificates were "cashed in" on new or used cars, with more certificates still coming in daily, according to Harry Murray, owner of Hawkeye Motor Co.

NEGRO SHOW ON WBTV (TV)

ALL-NEGRO variety show, *Five O'Clock Sharp,* is being aired weekly by WBTV (TV) Charlotte, N. C. Vernon Buck, professor at Carver College (Negro) in Charlotte, is m.c. of the new program, which includes musical varieties by Negro groups, production numbers by permanent talent and a news and sportscast of special interest to Negro viewers. Mr. Buck terms the show "the first opportunity Charlotte Negro talent has had to be seen." Auditions for *Five O'Clock Sharp* already have won guest spots on other WBTV shows for some contestants. The program is planned and administrated by a committee of prominent Negro citizens selected from the fields of religion, entertainment, music and youth work.

WOAI-TV COLT CONTEST

"NAME THE COLT" contest, co-sponsored by WOAI-TV San Antonio, Tex., tv and movie cowboy Johnny Mack Brown and Metzger's Dairy there, pulled 9,011 entries in less than two weeks. The contest, conducted to promote a personal appearance of Mr. Brown in the city, was plugged for 13 days over the station. First prize was the colt.

'DISC JOCKEY FOR A DAY'

DISC JOCKEY Bill Garr of KWKW Pasadena, Calif., who each year during his vacation lines up such persons as the mayor, city manager and recording artists to do his show, this year has added newspapermen. Two Pasadena newspapers are playing "Disc Jockey for a Day" during his annual sojourn because, Mr. Garr feels, listeners would like to hear the writers, columnists and reporters they read. In addition, he has also lined up the chiefs of the city's police and fire departments, chamber of commerce and post office to do stints this summer. Each is having his day to put on a disc show, parade his talents and publicize pet projects.

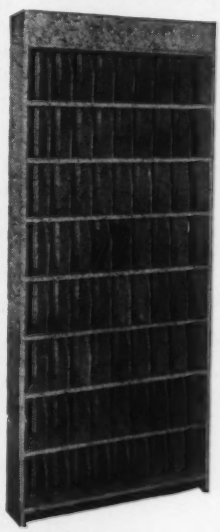
WFIL-TV PROGRAM ON WNBF-TV

EDUCATIONAL tv series entitled *University of the Air,* produced by WFIL-TV Philadelphia in cooperation with more than 25 colleges and universities in Pennsylvania and New Jersey, will be telecast in the fall on WNBF-TV Binghamton, N. Y., George R. Dunham, general manager of the station, announced last week. Courses are given by professors from cooperating schools and deal with subjects covered in the college classrooms. The programs carried by WNBF-TV will be aired via video recording.

45 45 45 45 45 45 45 45 45

MR. STATION OWNER:

Here is our answer to your problem,



WHERE TO PUT 45's

FOR 45's

Model GS0736 Shown

Model GS0724 - 24" wide - $69.50
Model GS0736 - 36" wide - $79.50
Model GS0748 - -48" wide - $89.50

Prices include Crating & Freight

ALSO CABINETS FOR ALL OTHER SIZES OF RECORDS

Freight prepaid by motor truck anywhere in U. S. A.

Phone: Paris, Ohio, University 2-3630

GRINNAN FIXTURE CO.
MINERVA, OHIO

Bill Pierce IS YOUR BEST BUY IN THE SCRANTON MARKET!

"TOPS" In AUDIENCE! (PULSE)

"TOPS" In SALES RESULTS! (Ask Any Local, Regional or National Advertiser)

for Details See MEEKER

"TOPS" In POPULARITY! (PUBLICATION RESEARCH SERVICE)

WEJL

The Scranton Times

SCRANTON, PENNA.

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VOA EXHIBIT IN PAKISTAN

TELEVISION programs featuring local Pakistani talent will be one of the highlights of the U. S. exhibit at the International Trade Fair opening in Karachi, Pakistan, Sept. 2 and running through Oct. 2, the U. S. Information Agency has announced. The exhibit will provide the Pakistan people with their first look at tv. USIA's Voice of America has sent Edwin L. Dunham, NBC music services coordinator, to Karachi as fair tv program director and he is recruiting local talent there for programs. He also will provide American films and kinescopes for showing. RCA is supplying equipment and technicians to produce the shows. A similar fair, featuring tv exhibits, is being conducted in Djakarta, Indonesia, Aug. 12 to Sept. 18, and another is scheduled Oct. 29 to Dec. 15 in New Delhi, India.

NBC-TV'S 'PEOPLE'

NEW SERIES of profile sketches, called *People*, was set to be launched yesterday (Sunday) on NBC-TV (Sun., 5-5:30 p.m. EDT), featuring NBC news commentator Morgan Beatty. The series, which will continue for five weeks, will present individuals who have distinguished themselves in unusual ways, have been involved in unique experiences and have stories to tell which are out of the ordinary.

MBS SHOW TO WEST COAST

MBS' *Northwestern U. Reviewing Stand*, 21-year-old discussion program, will move to Los Angeles for four weeks' origination starting Aug. 28. Four broadcasts will emanate from KHJ there, with the first reviewing a topic discussed on the program's first west coast trip in 1945—"Should Industry Move West?" Other topics slated for airing are juvenile delinquency, preparing for retirement and the status of motion pictures. James H. McBurney, dean of Northwestern U.'s School of Speech, is moderator of the program.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois, RA 6-4256

UPCOMING

AUGUST

Aug. 22: RAB Clinic, Los Angeles.
Aug. 23: Assn. for Education in Journalism national convention, Boulder, Colo.
Aug. 23: RAB Clinic, San Francisco.
Aug. 24: RAB Clinic, Portland, Ore.
Aug. 24-26: West Coast Electronics Mfrs. Assn. and Los Angeles and San Francisco IRE sections show and convention, San Francisco.
Aug. 25: NARTB Fm Committee, Palmer House, Chicago.
Aug. 25: RAB Clinic, Seattle, Wash.
Aug. 26: RAB Clinic, Boise, Idaho.
Aug. 27: New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri, Columbia.
Sept. 2-4: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 6: RAB Clinic, Atlanta.
Sept. 7: RAB Clinic, Charleston, S. C.
Sept. 8: RAB Clinic, Raleigh, N. C.
Sept. 9: RAB Clinic, Norfolk, Va.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Tampa, Fla.
Sept. 20: RAB Clinic, Birmingham, Ala.
Sept. 21: RAB Clinic, Baton Rouge, La.
Sept. 22: RAB Clinic, Knoxville, Tenn.
Sept. 23: RAB Clinic, Charleston, W. Va.
Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 13-14: RAB National Radio Advertising Clinic, Waldorf-Astoria Hotel, New York.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Oct. 21: RAB Clinic, Washington.
Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N.Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

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PULL of 4,911 entries from one broadcast was registered by WCCO Minneapolis-St. Paul for its "Unscramble-the-Town" contest. Cedric Adams, the Tuesday night host on *As You Like It*, a 55-minute variety show, launched the contest by spelling his hometown, Magnolia, Minn., in a scrambled order and asking listeners to unscramble it. New names of towns in the station's coverage area will be used and each week two entries are picked at random from the correct answers received. Weekly winners receive a merchandise prize. The contest, which started early this month, will run for 26 weeks. The winner of the grand prize—an all expense paid two week trip for two in Hawaii—will be picked at random at the end of the 26 weeks from all the correct answers received.

VOA EXHIBIT IN PAKISTAN

TELEVISION programs featuring local Pakistani talent will be one of the highlights of the U. S. exhibit at the International Trade Fair opening in Karachi, Pakistan, Sept. 2 and running through Oct. 2, the U. S. Information Agency has announced. The exhibit will provide the Pakistan people with their first look at tv. USIA's Voice of America has sent Edwin L. Dunham, NBC music services coordinator, to Karachi as fair tv program director and he is recruiting local talent there for programs. He also will provide American films and kinescopes for showing. RCA is supplying equipment and technicians to produce the shows. A similar fair, featuring tv exhibits, is being conducted in Djakarta, Indonesia, Aug. 12 to Sept. 18, and another is scheduled Oct. 29 to Dec. 15 in New Delhi, India.

NBC-TV'S 'PEOPLE'

NEW SERIES of profile sketches, called *People*, was set to be launched yesterday (Sunday) on NBC-TV (Sun., 5-5:30 p.m. EDT), featuring NBC news commentator Morgan Beatty. The series, which will continue for five weeks, will present individuals who have distinguished themselves in unusual ways, have been involved in unique experiences and have stories to tell which are out of the ordinary.

MBS SHOW TO WEST COAST

MBS' *Northwestern U. Reviewing Stand*, 21-year-old discussion program, will move to Los Angeles for four weeks' origination starting Aug. 28. Four broadcasts will emanate from KHJ there, with the first reviewing a topic discussed on the program's first west coast trip in 1945—"Should Industry Move West?" Other topics slated for airing are juvenile delinquency, preparing for retirement and the status of motion pictures. James H. McBurney, dean of Northwestern U.'s School of Speech, is moderator of the program.

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UPCOMING

AUGUST

Aug. 22: RAB Clinic, Los Angeles.
Aug. 23: Assn. for Education in Journalism national convention, Boulder, Colo.
Aug. 23: RAB Clinic, San Francisco.
Aug. 24: RAB Clinic, Portland, Ore.
Aug. 24-26: West Coast Electronics Mfrs. Assn. and Los Angeles and San Francisco IRE sections show and convention, San Francisco.
Aug. 25: NARTB Fm Committee, Palmer House, Chicago.
Aug. 25: RAB Clinic, Seattle, Wash.
Aug. 26: RAB Clinic, Boise, Idaho.
Aug. 27: New Mexico Broadcasters Assn., Alvarado Hotel, Albuquerque.

SEPTEMBER

Sept. 2-4: National Agricultural Tv Clinic, U. of Missouri, Columbia.
Sept. 2-4: West Virginia Broadcasters Assn., Greenbrier Hotel, White Sulphur Springs.
Sept. 6: RAB Clinic, Atlanta.
Sept. 7: RAB Clinic, Charleston, S. C.
Sept. 8: RAB Clinic, Raleigh, N. C.
Sept. 9: RAB Clinic, Norfolk, Va.
Sept. 11-13: Seventh Dist. AFA Convention, Birmingham, Ala.
Sept. 12-14: CBS Radio Affiliates meeting, Detroit.
Sept. 12-16: National Assn. of Educational Broadcasters engineering workshop, Michigan State College, East Lansing.
Sept. 15-16: Michigan Assn. of Broadcasters, Hidden Valley, Gaylord.
Sept. 15-16: Michigan AP Broadcasters Assn., Hidden Valley, Gaylord.
Sept. 18-24: National Radio & Television Week.
Sept. 19: RAB Clinic, Tampa, Fla.
Sept. 20: RAB Clinic, Birmingham, Ala.
Sept. 21: RAB Clinic, Baton Rouge, La.
Sept. 22: RAB Clinic, Knoxville, Tenn.
Sept. 23: RAB Clinic, Charleston, W. Va.
Sept. 23-24: IRE Professional Group on Broadcasting Transmission Systems, Hamilton Hotel, Washington.
Sept. 29-Oct. 1: Tenth Dist. AFA Convention, Oklahoma City, Okla.
Sept. 30-Oct. 2: High Fidelity Show, Palmer House, Chicago.

OCTOBER

Oct. 3-5: National Electronics Conference, Sherman Hotel, Chicago.
Oct. 3: RAB Clinic, Ogden, Utah.
Oct. 4: RAB Clinic, Colorado Springs, Colo.
Oct. 5: RAB Clinic, Albuquerque, N. M.
Oct. 6: RAB Clinic, San Antonio, Tex.
Oct. 7: RAB Clinic, Fort Worth, Tex.
Oct. 7-8: Third Dist. AFA Convention, Sedgefield Inn, Greensboro, N. C.
Oct. 7-9: National Adv. Agency Network, western meeting, Dayton, Ohio.
Oct. 8: Alabama Broadcasters Assn., U. of Alabama, Tuscaloosa.
Oct. 13-14: RAB National Radio Advertising Clinic, Waldorf-Astoria Hotel, New York.
Oct. 14-16: National Adv. Agency Network, eastern meeting, Atlantic City, N. J.
Oct. 16-17: New Jersey Broadcasters Assn., Hotel Hofbrau, Wildwood.
Oct. 17-19: Radio-Electronics-Television Mfrs. Assn. Radio Fall Meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 17: RAB Clinic, Burlington, Vt.
Oct. 18: RAB Clinic, Albany-Troy-Schenectady, N. Y.
Oct. 19: RAB Clinic, Boston.
Oct. 20: RAB Clinic, Philadelphia.
Oct. 21: RAB Clinic, Washington.
Oct. 31-Nov. 2: Assn. of National Advertisers Meeting, Hotel Plaza, New York

NARTB Regional Meetings

Region 4 (Dist. 7, 8, 9, Ky., Ohio, Ind., Mich., Ill., Wis.)	Sept. 19-21	Edgewater Beach Hotel, Chicago
Region 1 (Dist. 1, 2, New England States, N. Y., N. J.)	Sept. 21-23	Saranac Inn, Saranac, N.Y.
Region 3 (Dist. 5, 6, Fla., Ga., Ala., Miss., La., Ark., Tenn., Puerto Rico)	Sept. 28-30	St. Charles Hotel, New Orleans
Region 2 (Dist. 3, 4, Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Oct. 12-14	Roanoke Hotel Roanoke, Va.
Region 8 (Dist. 15, 16, 17, Wash., Ore., Calif., Nev., Ariz., Hawaii, Alaska)	Oct. 24-26	St. Francis Hotel, San Francisco
Region 7 (Dist. 14, N. M., Colo., Utah, Wyo., Idaho, Mont., Western S. D.)	Nov. 1-3	Broadmoor Hotel, Colorado Springs
Region 5 (Dist. 10, 11, Minn., N. D., Eastern S. D., Iowa, Neb., Mo.)	Nov. 7-9	Fort Des Moines Hotel, Des Moines
Region 6 (Dist. 12, 13, Kan., Okla., Tex.)	Nov. 15-17	Baker Hotel, Dallas

Station Authorizations, Applications

(As Compiled by B • T)

August 11 through August 17

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations

As of July 31, 1955 *

	AM	FM	TV
Licensed (all on air)	2,724	525	140
Cps on air	24	13	†321
Cps not on air	125	17	123
Total on air	2,748	538	461
Total authorized	2,873	555	584
Applications in hearing	149	3	162
New station requests	201	4	17
New station bids in hearing	91	0	109
Facilities change requests	134	5	33
Total applications pending	703	101	235
Licenses deleted in July	0	3	0
Cps deleted in July	1	0	1

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through August 17

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,751	2,731	149	206	91
Fm	538	526	30	6	0

Tv Summary Through August 17

Television Station Grants and Applications Since April 14, 1952

Grants Since July 11, 1952:

	Vhf	Uhf	Total
Commercial	291	319	610[1]
Noncom. Educational	17	18	35

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	318	301	419
Noncom. Educ. on air	10	3	13

Applications Filed Since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	952	337	749	542	1,292[2]
Noncom. Educ.	60		32	28	60[3]
Total	1,115	337	781	570	1,352[4]

[1] 147 Cps (30 vhf, 117 uhf) have been deleted.
[2] One applicant did not specify channel.
[3] Includes 35 already granted.
[4] Includes 645 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATIONS

Elmira, N. Y.—Triangle Pub. Inc., uhf ch. 18 (494-500 mc); ERP 16.4 kw visual, 8.86 kw aural; ant. height above average terrain 438 ft., above ground 347 ft. Estimated construction cost $142,040, first year operating cost $65,000, revenue not given. Post office address 400 N. Broad St., Philadelphia. Studio location none. Trans. location 3 miles south of Elmira. Geographic coordinates 42° 02′ 46″ N. Lat., 76° 47′ 46″ W. Long. Trans. and ant. RCA. Legal counsel Lyon, Wilner & Bergson, Washington. Consulting engineer Jansky & Bailey Inc. Station will be satellite of WNBF-TV Binghamton, N. Y. Applicant owns WFIL-AM-FM-TV Philadelphia, WNBF-AM-TV Binghamton, and 50% of WHGB Harrisburg, Pa. Filed Aug. 11.

Philadelphia, Pa.—Ajax Enterprises, uhf ch. 23 (524-530 mc); ERP 266 kw visual, 144 kw aural; ant. height above average terrain 553 ft., above ground 488 ft. Estimated construction cost $414,100 first year operating cost $500,000, revenue $200,000. Post Office address P. O. Box 376, Greenwich, Conn. Studio location Philadelphia. Trans. location Lancaster Pike opposite intersection of Church St., Ardmore, Pa. Geographic coordinates 40° 00′ 15″ N. Lat., 75° 17′ 07″ W. Long. Trans. and ant. RCA. Legal counsel Martin W. Kramer, New York. Consulting engineer Thomas B. Friedman, New York. Applicant is wholly-owned by Herbert Mayer, former president-director and one of two stockholders of WXEL (TV) Cleveland, Ohio, KPTV (TV) Portland, Ore., and KCTY (TV) Kansas City, Mo. (latter turned back cp to FCC). Filed Aug. 16.

PETITION

Leesburg, Fla.—WLBE Inc. petitions FCC to amend sec. 3.601 so as to assign ch. 7, presently assigned to Jacksonville, Fla., for non-commercial educational use only, be assigned to Leesburg, Fla., for commercial use. Announced Aug. 12.

Existing Tv Stations . . .

ACTION BY FCC

KBST-TV Big Spring, Tex.—Granted mod. of cp to change ERP to 12.9 kw visual, 6.92 kw aural, install new ant. system and make other equipment changes; ant. height 380 ft. Granted Aug. 8; announced Aug. 15.

APPLICATION RETURNED

WTRI (TV) Albany, N. Y.—Application for transfer of control of permittee corporation from Troy Bcstg. Co. to National City Bank of Troy, trustee for stockholders of Troy Bcstg. Co. returned as unnecessary. Returned Aug. 15.

APPLICATIONS

KOA-TV Denver, Colo.—Seeks mod. of cp to change studio location to 1625 California St., Denver, change ERP to 50 kw aural, make ant. and minor equipment changes. Ant. height above average terrain 1,477 ft. Filed Aug. 16.

WNDU-TV Notre Dame, Ind.—Seeks mod. of cp to change station location to South Bend, Ind., and request waiver of sec. 3.613 of FCC rules. Filed Aug. 11.

KMMT (TV) Austin, Minn.—Seeks mod. of cp to change studio location to trans. site, Hwy. 105, approx. 2.5 miles south of city, near Austin, and request waiver of sec. 3.613 of FCC rules. Filed Aug. 11.

KBMB-TV Bismarck, N. D.—Granted mod. of cp to change ERP to 38 kw visual, 19.1 kw aural, install DA and make other equipment changes; ant. height 320 ft. Granted Aug. 11; announced Aug. 15.

New Am Stations . . .

APPLICATIONS AMENDED

Eau Gallie, Fla.—Mel-Eau Bcstg. Corp. amends application for cp to operate on 1050 kc, 500 w D to specify 920 kc. Amended Aug. 11.

Marietta, Ga.—Marietta Bcstg. Co. amends application for cp to operate on 1290 kc, 1 kw D to specify 1050 kc, 500 w. Amended Aug. 11.

APPLICATION RETURNED

Weatherford, Tex. — Application of Parker County Bcstg. Co. for cp to operate on 730 kc, 250 w D returned to applicant (not completed properly). Returned Aug. 15.

APPLICATION DISMISSED

Auburn, Calif.—Sierra Bcstg. Co. application for cp to operate on 1490 kc, 100 w D dismissed at request of applicant. Dismissed Aug. 15.

APPLICATIONS

Denison, Iowa—Christen P. Andersen, 1580 kc, 500 w D. Post office address 418 Clark St., Cherokee, Iowa. Estimated construction cost $12,730, first year operating cost $36,000, revenue $52,000. Mr. Andersen, retired, was formerly implement dealer. Filed Aug. 16.

Eminence, Ky.—J. W. Dunavent, 1600 kc, 500 w D. Post office address Eminence, Ky. Estimated construction cost $22,833, first year operating cost $18,000, revenue $21,000. Mr. Dunavent is Western Auto Assoc. dealer. Filed Aug. 15.

Shreveport, La.—Twin-City Bcstg. Co., 1300 kc, 1 kw D. Post office address 206 Texas Eastern Bldg., Shreveport. Estimated construction cost $28,800, first year operating cost $48,000, revenue $60,000. Principals include **Joel E. Wharton** (4.95%), chief engineer, KJOE Shreveport and **Charles E. Ray** (11.88%), KJOE local sales manager. Filed Aug. 16.

Conway, N. H.—WJWG Inc., 1050 kc, 1 kw D. Post office address John W. Guider, Littleton, N. H. Estimated construction cost $28,877, first year operating cost $35,000, revenue $45,000. Principals include Pres. **John W. Guider** (95.3%), 99% owner WMOU-AM-FM Berlin, N. H., and 9.7% owner WMTW (TV) Poland Spring, Me.; **Mrs. Guider** (Treas., 4.7%), owns less than 1% of WMOU-AM-FM. Filed Aug. 11.

Dayton, Tenn.—Cowan Oldham d/b as Rhea County Bcstg. Co., 580 kc, 500 w D. Post office address James W. Dempster, P. O. Box 332, McMinnville, Tenn. Estimated construction cost $17,910, first year operating cost $33,252, revenue $37,440. Mr. Oldham has theater and real estate interests and is minority stockholder, WBMC McMinnville. Filed Aug. 16.

Selmer, Tenn.—Shiloh Bcstg. Co. resubmits application for cp to operate on 1010 kc, 500 w D. Resubmitted Aug. 15.

Existing Am Stations . . .

APPLICATIONS AMENDED

WEAV Plattsburg, N. Y.—Amends application for cp to increase power from 1 kw D and N, to 5 kw D and N; change ant.-trans. site from Plattsburg to Peru, N. Y., and make DA system

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changes to specify change in DA system. Filed Aug. 16.

APPLICATIONS RETURNED

WPLM Plymouth, Mass.—Application for license to cover cp which authorized new am station returned to applicant. Exhibit dated after Sec. I. Returned Aug. 16.

WJAK Jackson, Tenn.—Application for cp to change hours of operation from D to unl. returned to applicant (incomplete). Returned Aug. 15.

APPLICATIONS DISMISSED

WCNC Elizabeth City, N. C.—Application for transfer of control from D. J. A. Gill, S. A. Twiford and E. P. Leary to Joseph L. Lamb Sr. and Joseph L. Lamb Jr. dismissed at request of applicant. Dismissed Aug. 16.

WSYD Mt. Airy, N. C.—Application for mod. of cp (which authorized increased power, change hours of operation, change trans. location and make changes in ant. system) for change in hours of operation from D to unl., using 5 kw D, 1 kw DA-N returned to applicant. Exhibits dated after Sec. I. Returned Aug. 15.

APPLICATIONS

KAMD Camden, Ark.—Seeks cp to change frequency from 1450 kc to 910 kc; increase power from 250 w to 500 w N; 1 kw D, install DA-N, change trans. location and operate trans. by remote control. Filed Aug. 15.

KROG Sonora, Calif.—Seeks cp to change frequency from 1450 kc, to 790 kc; increase power from 250 w to 1 kw and change hours of operation from unl. to D and make changes in ant. system (increase in height). Filed Aug 15.

KFSC Denver, Colo.—Seeks cp to change ant.-trans. location to 3150 S. Vallejo, Englewood, Colo. Filed Aug. 15.

WBFC Fremont, Mich.—Seeks cp to increase power from 100 w, unl. to 250 w, unl. Filed Aug. 15.

KUMA Pendleton, Ore.—Seeks mod. of cp for change from 1370 kc to 1290 kc; increase power from 1 kw to 5 kw; change hours of operation from D to unl; install DA-2. Filed Aug. 11.

WCBR Memphis, Tenn.—Seeks cp to change ant.-trans. location to E McLemore Ave. at Frisco Railroad, Memphis. Filed Aug. 11.

New Fm Stations . . .

APPLICATIONS

Los Angeles, Calif.—Planned Music Inc., 105.9 mc, 16.9 kw unl. Post office address 135 S. Kenwood, Glendale, Calif. Estimated construction cost $15,500, first year operating cost $10,000, revenue $15,000. Principals include Pres. **Elias Schwartz** (45%), 45% owner Television Craftsmen Corp. (tv receiver installation and service and background music service under name of Music Craftsmen); Sec. **William Scott** (45%), 45% owner Television Craftsmen Corp., and **Robert V. Gibson** (10%), attorney. Filed Aug. 16.

West Paterson, N. J.—Fidelity Radio Corp., 102.7 mc, 3.6 kw unl. Post office address P. O. Box 471, Bloomfield, N. J. Estimated construction cost $31,205, first year operating cost $67,740, revenue $85,358. Principals include Pres. **Richard R. Stanley** (23.8%), 50% owner of chemical transportation firm; Vice Pres. **Herman Youngman** (12%), Bell Telephone Labs employe; Sec.-Treas. **Homer Akers** (23.8%), employe, and **Harold H. Pine** (16.6%), engineer. Filed Aug. 15.

Existing Fm Stations . . .

APPLICATIONS

WTSP-FM St. Petersburg, Fla.—Seeks cp to change ERP to 3.995. Filed Aug. 11.

WDUN-FM Gainesville, Ga.—Seeks mod. of cp (which authorized changes in licensed station) to change ERP to 342 w; ant. height above average terrain to 174 ft. and make ant. system changes. Filed Aug. 15.

Ownership Changes . . .

ACTIONS BY FCC

WEEU-AM-TV Reading, Pa.—Hawley Quier, a stockholder of the Reading Eagle Co. (*Reading* [Pa.] *Times* and *Eagle*), parent company of station licensee, Hawley Bcstg. Co., granted acquisition of control. Through purchase from other stockholders he now owns 21.33% of Reading Eagle Co. shares and is the voting trustee of 38.4% of outstanding shares, thus giving him control, without majority ownership, of Reading Eagle Co. No actual transfer of control occurs and there is no change in Hawley Bcstg. Co. Granted Aug. 9; announced Aug. 15.

WGAP Maryville, Tenn.—Granted Harry C. Weaver and Frank H. Corbett, d/b as Aluminum Cities Bcstg. Co., each 50% owner of WGAP, approval to giving Mr. Corbett control (77.5%) for $17,000. Announced Aug. 15.

WYVE Wytheville, Va.—Granted involuntary assignment of license to A. M. Gates Jr., administrator of estate of Dr. A. M. Gates (deceased) and A. M. Gates Jr., d/b as Wythe County Bcstg. Co. Granted Aug. 11; announced Aug. 15.

APPLICATIONS

KJBS San Francisco, Calif.—Seeks involuntary assignment of license to KJBS Broadcasters who remain same as before reassignment except that Mrs. D. Worth Clark becomes executrix of Mr. Clark's (deceased) interest. Mr. Clark held 10% interest. Filed Aug. 16.

KONG Visalia, Calif.—Seeks assignment of license to Amelia Schuler, Lester E. Chennault and Bert Williams d/b as The Voice of Fresno. Agreement is for five years at rental of $5,000 per year with option at end of that time to buy physical assets of station for $10,000. Applicant owns KYNO Fresno, Calif. Filed Aug. 15.

KHUB Watsonville, Calif.—Seeks assignment of license to William W. Morgan and Dorothy C. Morgan for $55,000. Mr. and Mrs. Morgan hold no broadcast interests. Filed Aug. 16.

WLFA LaFayette, Ga.—Seeks assignment of license to Radio Dixie Inc., a corporation whose principals are same as those of licensee except for addition of Charles W. Gwyn. Mr. Gwyn is to pay $10,800 for 40% interest. He is WLFA station manager. Filed Aug. 16.

WSHB Stillwater, Minn.—Seeks acquisition of control by Richard Power and others for $37,000. Applicant Power owns 25% of WSHB and another principal, Oscar Lemme, is 25% owner KLTF Little Falls, Minn. Filed Aug. 15.

WJNC Jacksonville, N. C.—Seeks assignment of license to Onslow Bcstg. Corp. for $82,000. Principals are Mr. and Mrs. Robert P. Mendelson and Eileen E. Shuebruk. The Mendelsons have advertising and programming backgrounds. None of principals has broadcast holdings. Filed Aug. 16.

WITN (TV) Washington, N. C.—Seeks acquisition of positive control by Roberson family through purchase of stock from H. W. Anderson and R. M. Fountain for $121,840. Principals also include William S. Page (not member of Roberson family), owner of 80% of WELS Kinston, N. C., who will own 25% of WITN (TV). Robersons will own 67.8% of station if sale is approved. Roberson principals are: W. R. Roberson Sr., 25% owner WRRF Washington, N. C.; W. R. Roberson Jr. 27% owner WRRF, J. P. Roberson, 24% owner WRRF and Hannah R. Bagwell (nee Roberson), 24% WRRF owner. Filed Aug. 11.

KGWA Enid, Okla.—Seeks transfer of control to R. H. Drewry for $62,000. Mr. Drewry has contracted to sell 15.5% of station stock to T. R. Warkentin for $3,875 and 10% to Allan P. Page for $2,500. Mr. Drewry owns one-third KMID-TV Miland, Tex., and 53.5% KSWO-AM-TV Lawton, Okla. Mr. Warkentin owns 15.5% KSWO-AM-TV, 18% KMID-TV and 13.95% of KRED Duncan, Okla. Mr. Page is commercial manager KANS Wichita, Kan. Filed Aug. 16.

KERV Kerrville, Tex.—Resubmits appplication for transfer of 50% ownership to A. G. Rodgers. Resubmitted Aug. 16.

WKLJ Sparta, Wis.—Seeks relinquishment of control by Victor J. Tedesco. He is selling 25.6% of his 62.6% interest in station to his brother Nicholas for $1,000. Each will then own 37% of station. Nicholas Tedesco is owner 16⅔% interest in WCOW-TV St. Paul, Minn., and 33.3% of WCOW there. Victor Tedesco holds equal interests in WCOW-AM-TV as his brother and owns 50% of applicant seeking new am station, Rochester, Minn. Filed Aug. 16.

Hearing Cases . . .

FINAL DECISION

KSWS-TV Roswell, N. M.—Commission gave notice, since no exceptions have been filed to initial decision of June 28 which looked toward grant of application of John A. Barnett to move trans. site of KSWS-TV (ch. 8), from location 8.6 miles from Roswell to site about 43 miles east of that city, increase visual ERP from 115 w to 160 kw and ant. height from 900 to 1786 ft., with overall height of tower 1610 ft., and make equipment changes. Initial decision became effective Aug. 8; announced Aug. 11.

Routine Roundup . . .

August 11 Applications

ACCEPTED FOR FILING

License to Cover Cp

WAYE Dundalk, Md.—Seeks license to cover cp which authorized new standard station.

WDVM Pocomoke City, Md.—Seeks license to cover cp which authorized new standard station.

WLLY Richmond, Va.—Seeks license to cover cp which authorized new standard station.

WOAY Oak Hill, W. Va.—Seeks license to cover cp which replaced expired cp authorizing erection of new tower 180 ft. SW of old tower and mount tv ant.

WCEF Parkersburg, W. Va.—Seeks license to cover cp which authorized increase in power and make ant. changes.

Cp

KIEM-TV Eureka, Calif.—Seeks cp to replace expired cp which authorized new tv station.

Renewal of License

WBCM-FM Bay City, Mich.; WKMH-FM Dearborn, Mich.; WDET-FM Detroit, Mich.; WWJ-FM Detroit, Mich.; WJR-FM Detroit, Mich.; WJEF-FM Grand Rapids, Mich.; WLAV-FM Grand Rapids, Mich.; WICA-FM Ashtabula, Ohio; WHBC-FM Canton, Ohio; WCPO-FM Cincinnati, Ohio; WERE-FM Cleveland, Ohio; WVKO-FM Columbus, Ohio; WFIN-FM Findlay, Ohio; WFOB-FM Fostoria, Ohio; WFRO-FM Fremont, Ohio; WMVO-FM Mount Vernon, Ohio; WPAY-FM Portsmouth, Ohio; WHPR (FM) Highland Park, Mich.; WKAR-FM East Lansing, Mich.

Modification of Cp

WARK Hagerstown, Md.—Seeks mod. of cp (which authorized installation of new ant. and increase in height) for extension of completion date.

WMAG Forest, Miss.—Seeks mod. of cp (as mod. which authorized new standard station) for extension of completion date.

WESH-TV Daytona Beach, Fla.—Seeks mod. of cp to extend completion date to 2-10-56.

WPMT (TV) Portland, Me.—Seeks mod. of cp to extend completion date to 12-31-55.

KPRC-TV Houston, Tex.—Seeks mod. of cp to change ant. and make other equipment changes. Ant. height above average terrain 635 ft.

(Continued on page 109)

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COMMERCIAL RADIO MONITORING COMPANY
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Engineer on duty all night every night
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Practical Broadcast, TV, Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 75,956* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
* 1953 ARB Projected Readership Survey

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Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

All other classifications 30¢ per word—*$4.00 minimum* • Display ads $15.00 per inch

No charge for blind box number. Send box replies to

BROADCASTING • TELECASTING, 1735 DeSales St. N. W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Managerial

Eastern daytimer needs young married assistant manager immediately. Must have announcing experience, car and be willing to take air shift during indoctrination period. Assistant managership guaranteed by end of year. Send tape, resume, references and recent photograph. Box 432C, B•T.

Wanted: Commerical manager for kilowatt Mutual affiliate in good, one station, non-tv southwestern market. Must be proven salesman with ability to cultivate regional and national business. Very attractive commission arrangement. Give complete resume of experience, photo, first letter. Box 495C, B•T.

Sales manager who can show solid accomplishment in that capacity and experience in small station operation who wants to prove his capacity take charge this daytime station in quarter million upper midwest market. Reply with all essential details. Box 502C, B•T.

Manager with investment—250 watter—southeast N. Y. State—high profits. Box 528C, B•T.

Salesmen

Wanted: Man or woman salesman. $50 a week, plus 25% commission. Box 176A, B•T.

Experienced salesman. Can offer extra good deal if you're a clever DJ, too. No drifters or drinkers. Send resume, photo, tape, salary requirements. 5 kw southern station. Box 513C, B•T.

Immediate opening for young able radio salesman at progressive Michigan station. Draw and commission to give you a good living. There's room for growth in our organization. Tell us about you—experience, etc. Box 542C, B•T.

Experienced radio time salesman. Guarantee $380 and commission. Send references and photo. KCHJ, P.O. Box 262, Delano, California.

Announcers

Humorous DJ—flowing adlib, stage, tv acting experience. Informal slang, vernacular approach on chatter—Crosbyish. Midwest, single. Box 431C, B•T.

EMPLOYERS WANTED . . .

by ambitious men and women highly trained as:

* Announcers
* Disc Jockeys
* Radio-TV Actors
* Make-up Artists
* Scenic Designers
* Camera Operators
* Costume Designers
* Wardrobe Managers
* Technical Directors
* Floor Managers
* Writers
* Program Directors
* Production Assistants

TV BROADCASTERS! SAVE TIME AND MONEY.

Let us help you with your personnel problems WITHOUT CHARGE. Use our Free National Placement Service. It is designed to help you NO MATTER WHERE YOU ARE in the United States.

These men and women are well-screened and highly trained. Give me your specific needs and I will go to work for you NOW. Write: R. H. Deutsch, Vocational Director.

RADIO TELEVISION TRAINING SCHOOL

5100 S. Vermont, L. A. 37, Cal.

RADIO

Help Wanted—(Cont'd)

Wanted: Highly respected New England independent needs morning music man who can make listeners feel that every day is a "great day." Must be able to make friends and influence listeners. Pleasant community . . . excellent facilities . . . air conditioned studios . . . congenial staff . . . all benefits. If you'd like to build a reputation (a good one only) and know how, write Box 451C, B•T.

Hugh market, midwestern station, seeks top negro jockey. Hard, convincing sell a must. Sober. Send tape, photo, resume first reply. Salary good . . . based on ability. Box 511C, B•T.

250 watt Illinois station in town of 53,000 population wants an experienced announcer for night shift. Starting salary $67.00. Send background, tape to Box 541C, B•T.

Experienced announcer wanted by midwest combination radio-tv station, top network affiliate. Send full information, references, photo and tape. Box 546C, B•T.

Wanted immediately, combo-announcer, network affiliate, 5 kw, for night trick. Easy operation—two consecutive nights off per week. Box 551C, B•T.

Announcer-KLIN-Lincoln, Nebraska, will have staff announcer opening on Sept. 1st. Salary depends on ability and experience. Wire or write immediately.

Announcer-engineer, 1st class ticket. Experience in combo work essential. Knowledge of the classics helpful. Please send tape, background, photo and salary required. Please do not call. WAAB, 34 Mechanic Street, Worcester, Mass.

Experienced announcer for radio and television station. Send background, tape and references to WFLB, Fayetteville, N. C.

Top flight disc jockey—WISH, Indianapolis, has opening for man with ideas and know-how to back them up. Must have proven record in pop disc jockey field. No phone calls. Write all details, send photo, tape and references to WISH, Indianapolis, Ind.

Good morning man, experienced. Full details to Manager, WLEU, Erie, Pa.

Wanted: Announcer, independent, news, hillbilly, popular, race shows. Chance to complete college education at Mississippi State College. Joe Phillips. WSSO, Starkville, Mississippi.

Technical

Chief engineer—announcer: For 250 watt station in southeast. Must be good engineer as well as announcer. Box 501C, B•T.

2 engineers with 1st class tickets. Combo-announce 15 hours per week. Details to Box 527C, B•T.

Wanted: Chief Engineer for network affiliate, 5 kw, New York State. $100 week to start. Box 550C, B•T.

Wanted: Chief engineer, Montana's most modern station, 250 watts, network affiliate. Immediate opening. Fine future for right man. State qualifications, experience. Contact I. A. Elliot, KATL, Miles City, Montana.

Combo man, accent on announcing. New daytime station 30 miles from major city. Ideal working conditions in new air conditioned building. State salary expected. KCOB, Newton, Iowa.

Chief announcer for 5kw directional. Small amount announcing. $100 week. Send resume and tape. KGHF, Pueblo, Colorado.

Wanted: Combination engineer-announcer, permanent. Send tape and resume. KPOW, Powell, Wyoming.

Wanted immediately: First class licensed engineer familiar with control room operation. Contact Chief Engineer, KSCB, Liberal, Kans.

RADIO

Help Wanted—(Cont'd)

Wanted man capable of maintaining station equipment in top condition. Remote control transmitter, so no fixed shifts. Not a combination job, but engineer-announcer acceptable. Technical ability important. WVLN, Olney, Illinois.

Programming-Production, Others

Want to learn news? Young, single announcer with good voice and delivery and some writing ability. Edit, rewrite and some staff. Active community of 20,000. Apply in full with brief tape if possible. Box 110C, B•T.

Wanted: Copywriter who believes that effective copy is the key to successful radio . . . and knows how to write it. If you can influence buying with the written word, you may be the guy (or gal) who can satisfy our clients and sell his goods on one of New England's top independents. Write Box 450C, B•T.

Experienced man to establish and operate one-man local news department in small southern city. 5 kw network affiliated station. Must be stable and total abstainer. Send resume, tape, photo, salary requirements. Box 512C, B•T.

Overseas assignment in radio programming and planning, information, news and research with American organization broadcasting to Soviet Union. Related experience required, as well as good reading knowledge of Russian. Submit resume to Box 524C, B•T.

Experienced copywriter capable of handling department in progressive midwestern market. Send resume and copy specimens to Box 548C, B•T.

Radio reporter: Some announcing. Must type. Will train beginner. Prefer man from south. Radio Station KCFH, Cuero, Texas.

Experienced commercial copywriter, preferably girl with midwestern station experience. Send background information and copy samples to George C. Biggar, General Manager, WLBK, DeKalb, Illinois.

Situations Wanted

Managerial

Experienced sales manager with successful record in both radio and television. Good at organization and direction. Strong personal sales record with established national contacts. Sound company executive type, not a one-man-revolution. Now employed. Available in reasonable notice. Earning requirements from $9,600. Resume available. Communications confidential. Box 453C, B•T.

Co-managers, programming-sales. Available September. 35 years experience radio, tv, newspapers . . . including promotion-sales-programming-announcing . . . employed and responsible for new successful station. Move with part ownership option to buy station that can be developed with hard work—know-how. Write Box 499C, B•T.

General manager. Outstanding salesman. Top program director. Successful record for developing profits. Exceptional background and experience. Box 508C, B•T.

Need sales punch? Qualified background, 7 years radio, announcing, program, sales. 35, family. Enjoy selling. Ideas, energy, judgment. Need greater challenge. Managerial or sales. Box 552C, B•T.

Announcers

Experienced DJ-announcer. Young, talented, college, car, third ticket, married. Stable, looking for spot with progressive station. Box 289C, B•T.

Announcer - journalist - program director — nine years radio, four as journalist. Can sell. Top references. Conscientious, stable. Veteran-family. Desire permanency. Northeast preferred, but will travel. Interview within 200 miles of Pittsburgh. Box 372C, B•T.

Versatile announcer. Mature, reliable. Excellent news delivery, good on remotes—classical program post. Trained news editor, can write and create own program. Tape on request. Box 467C, B•T.

Experienced announcer with first phone. Good play-by-play. Desire opportunity; security. Box 497C, B•T.

Wanted . . . by experienced sportscaster and announcer, permanent position with progressive station, ability and work guaranteed. Midwest or east. Box 498C, B•T.

RADIO

Situations Wanted—(Cont'd)

Young man, thoroughly trained in all phases of radio, tv broadcasting. Good DJ, news. Desires position as staff announcer. Box 503C, B•T.

Combo announcer—PD—7 years, 250 to 5kw. Prefer southeast. Consider all. Box 506C, B•T.

Number one personality at top Hooper rated station in large southern market. PD background. Desires to relocate. Only top jobs with future considered, in large market. Box 507C, B•T.

Announcer-experience all type radio—good voice—excellent on commercials—program director—present station—advancement wanted, tape, references and resume on request. Box 509C, B•T.

Announcer—conscientious, ambitious vet. Light experience. Resume—tape—photo. Box 510C, B•T.

Announcer-strong on news, music, sports and copywriting. Operate console. Tape, photo available. Box 514C, B•T.

Nationally known morning man now employed will accept best offer. Box 517C, B•T.

Announcer-DJ. 17 months experience. Presently program director, continuity writer. Wants 200 miles of N.Y.C. Box 518C, B•T.

Seven years experience. Presently PD-announcer of kw radio. Also tv announcing experience. Desire larger market and operation with tv opportunity. Family, vet, college, permanent. Box 520C, B•T.

Announcer—DJ, strong news, good commercials, some experience, tape-resume. Box 525C, B•T.

OK so I don't have much experience, but I do have smooth DJ delivery, good news, much potential. Vet, travel, try me. Box 531C. B•T.

Versatile announcer—also will to sell. Strong interest in sports. Must relocate, desire northern area. Resume, tape. Box 532C, B•T.

Staff announcer. Mature, dependable, hard working, who enjoys the work he does. Strong on news, tops on commercials and sports. One year experience. Age 33, married, reliable references. Box 533C, B•T.

Staff-sportscaster—DJ. Top football. Basketball play-by-play. Desire permanency. Tape. Box 534C, B•T.

Announcer, negro, real cool disc jockey, some experience. Tape available. Box 535C, B•T.

Personality DJ, morning man, 4 years. No Tony Marvin—more of a Martin Block. Box 537C, B•T.

Top broadcasting school graduate seeks start in radio. Excellent news delivery, strong commercials. Top specialty, play-by-play. Veteran, personal, definite asset to any station. Box 538C, B•T.

Experienced staff announcer, all phases. Family, strong commercials, news, locate anywhere if permanent. Northeast preferred. Box 540C, B•T.

3½ years newspaper sports, wants radio. Limited experience, unlimited desire, ambition. No illusions. Good discs, 3rd ticket, continuity writer. Gather, write, deliver local, sports news. Single, locate anywhere, wants change. Lloyd Bush, 906 East 21st, Erie, Pa. 03-420.

Experienced DJ, newscaster, family man, will travel, willing to travel, will try selling. Prefer N.E. Tape, resume upon request. Peter Donnelly, 1208 First Ave., N.Y.C.

Staff announcer available September 15th. Good voice, tapes available. Dick Kent, 1722 West Virginia Ave., N.E., Washington, D. C. Telephone LI 3-6054.

Announcer—DJ. College graduate, majored in radio. 18 months experience, presently employed, desires permanent position. Veteran, 24, single, will travel. Tape, resume on request. Art Lane, 24 E. Mt. Airy Ave., Philadelphia 19, Pa.

Top-notch. Commercials that "sell." Exceptional DJ. Bruce Miller, 268 West 77 Street, New York, N. Y.

Experienced announcer, specialize in hillbilly, gospel, and PI pitching. Available Sept. First. Prefer an independent. Bill Pack, Phone 1130, Greer, South Carolina.

Announcer. Radio school graduate well versed all phases. Limited experience, vet, single, free to relocate. Mr. Fred Reinan Jr., 10 Wildwood Road, Cromwell, Conn.

Announcer, midwest, 25, married, veteran, college, versatile, strong on music, sports, seek permanent position. Reply Richard Westbrook, Ashley, Ohio.

Professional announcer available September. Strong news, sports, commercials. Midwesterner with five years radio-television-newspaper background. Married, college graduate. Present employer best references. Fritz Van, 501 Forest Avenue, Waycross, Georgia. Telephone 1476.

RADIO

Situations Wanted—(Cont'd)

Technical

Graduate engineer-announcer, plenty of experience. Box 375C, B•T.

Engineer, experienced, first phone, ham ticket, no announcing, southeast preferred. Box 522C, B•T.

First phone. Amateur. One year am experience transmitter and studio. Prefer upper midwest. Box 526C, B•T.

Engineer, 1st phone, 2 years am and fm, will relocate. South or southeast. Box 536C, B•T.

Studio technician. First phone. Graduate of Columbia College in Chicago. Two years experience in college radio and television stations. Also complete intensive shop training course at Midcontinent Institute of TV Servicing. Charles Curzon, 5202 N. Clark Street, Chicago 40, Illinois.

First phone. Two years experience, remotes, recordings, hillbilly record shows. Diplomas two radio schools, 55 Chevrolet, amateur, married, 2 children. Call L. H. Estes, Marble Hill, Mo., for information. Can travel anywhere. Phone BE 8-2930 or BE 8-2330.

Programming-Production, Others

Continuity man—six years experience radio-tv, mostly copy, some deejay, tv production, direction, AB, single. Available September 5. Prefer south. Box 185C, B•T.

Promoter promptings: Wear "creative" cap constantly . . . think on my feet . . . write while I sleep . . . busy, busy, busy! All symptoms of a productive wordsmith, rigged for sales! This one comes complete with success stories and samples culled from a thorough advertising-promotion-publicity background in tv-radio-film-fashion. Box 339C, B•T.

Versatile copywriter available. Five years experience in writing copy that sells. Can do a job for you. Samples on request. Box 515C, B•T.

Local news specialist—director midwest newsroom. Several years experience. Seek larger operation. Legman, broadcaster, 33, married, college grad. Box 530C, B•T.

TELEVISION

Help Wanted

Salesman

Seeking well qualified salesman of good character and sufficient production record to indicate ability to create and close. Local and regional list now with national spot opportunity. Salary and commission. Write or call John Dobson, Sales Manager, WCAX-TV, Burlington, Vermont.

Announcers

Announcer-director. Small southern market, two major networks, good opportunity for right man, must have some experience. Send complete resume with picture. Box 544C, B•T.

Need at once, tv announcer for vhf station in southwest. Send full details, "photo," tape and salary, first letter. Box 547C, B•T.

Technical

Well-known radio and fm operator in southeast now ready to start construction vhf tv station for opening in fall interested in qualified technical personnel both for replacements on am staff and for several tv technical positions including Chief Studio Engineer. Prefer men with construction experience. Send complete information background and experience to Box 505C, B•T.

Maximum power vhf has opening for experienced studio and transmitter engineers. Emphasis on maintenance. Permanent positions. Apply Box 523C, B•T.

Tv engineers: Assistant chief engineer, experienced vidicon, iconoscop Eastman projectors . . . room for lots advancement. Box 549C, B•T.

Position open in video—engineer with 1st class ticket. Some projection and camera work. 48 hour week—contact W. M. Nelson, Chief Engineer, WUSN-TV, Charleston, S. C.

Growing V has new openings for tv trainees or experienced engineers. Chief Engineer, KGUL-TV, Galveston, Texas.

TELEVISION

Situations Wanted—(Cont'd)

Production-Programming, Others

Immediate opening. Small town vhf. If you're a program-production man with ideas and ability and drive to follow through, creative but level headed and capable of handling details, look and sound good on camera, you may be our man. Your job will be to make our local production and commercials sharp with a minimum staff. Write. Don't phone. Frank C. McIntyre, KLIX is klickin', Twin Falls, Idaho.

Tv continuity director wanted. Send resume and sample copy to: Program Director, Cowles Broadcasting Company, KVTV, Sioux City, Iowa.

Situations Wanted

Salesmen

Account executive, 20 years radio experience, seeks tv connection. Box 496C, B•T.

Technical

Tv-experienced, control, camera, microwave, remotes, transmitter, maintenance, 1st phone. Family man. Available Sept. 1st. References. Robert Palmer, 1721 8th Street, S., Moorhead, Minn.

Programming-Production, Others

Versatile, 3 years medium market producer-director, film director. All phases tv production. Desire similar capacity with sound progressive operation. Single, 30, have MS. Available reasonable notice. Prefer east but consider any offer. Box 385C, B•T.

Photographer-cameraman. Two years with vhf regional station skilled in slides, movies, news, etc., live camera experience. Southeast or western states preferred. 26 and single. Box 519C, B•T.

Promotion manager, tv experience, versatile, reliable. Will relocate. Vet, married, available now. Resume on request. Box 543C, B•T.

FOR SALE

Stations

Southeast New York State — 250 watter — high profits—or manage with investment. Box 529C, B•T.

Control Texas local $25,000; Florida daytimer, $85,000; Tennessee single station market $65,000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Free list of good radio and tv station buys now ready. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Have many profitable southeast radio and tv stations for qualifying buyers. J. T. Snowden, Box 129, Augusta, Georgia.

Continued on next page

FOR SALE! TELEVISION STUDIO EQUIPMENT

Purchased new by us and never in broadcast use. Will make attractive proposition on entire lot:

		COST:
1	G-E Film Camera Channel, Type PE-5-A	$11,500.00
1	G-E Studio Camera Channel, Type 4 PE 7 B 1	15,800.00
1	G-P-L 16 mm Projector	4,700.00
1	G-E Synchronizing Generator	3,150.00
1	G-E Calibration Monitor Console incl. TM-8-A Monitor	2,890.00
1	G-E Program Switching Panel, TC-21-A	1,590.00
1	G-E Electronic Video Mixer, TV-19-A	1,610.00
2	G-E Power Supplies, TP-12-A, @ $850.00	1,700.00
1	G-E Slide Projector, PF-3-C	2,750.00
5	G-E Cabinet Racks, PR-1-A, @ $195.00	975.00
1	Dumitter	550.00
1	Oricon Pro Camera, complete with all accessories incl. Lens Turret, Tripod and Case—(Never Used)	2,500.00
		$49,715.00

Contact:
Walt Berger
Station KXOA
Sacramento 15, Calif.
Phone WAbash 5-2717

FOR SALE—(Cont'd)

Equipment

RCA TF5A superturnstile. Tuned channel 5 but tunable 4 or 6. Box 500C, B•T.

Remote truck: 1946 Chevrolet truck, 12,500 miles. Equipped with built-in power distribution and racks for 3 DuMont chains. Available due to merger. Low price F.O.B. Penna. Details and photo on request. Box 504C, B•T.

For sale: Used 250 composite transmitter complete with crystal holder also Western Electric limiter. Write KAGR, Yuba City, California.

1 model 31A Gates console in working condition. first $400.00 gets. Contact Radio Station KRCT, Box 629, Baytown, Texas.

One RCA TTU-1B. One kw transmitter complete. One 1183-T3 General Radio station monitor: One BWU-4A visual demodulator and 550 feet 6⅛ inch 75 ohm transmission line. This uhf equipment in excellent condition and priced at approximately 50% off. WJTV, P.O. Box 1847, Jackson, Mississippi.

Fm equipment offered for sale at public auction Tuesday September 20, 1955, 10:00 a.m., 340 Federal Building, Los Angeles, California. For inspection and viewing contact Fred E. Carr, 3401 Russell, Riverside, California. Box 987. Phone OVerland 6-0260. GE 250 watt transmitter 4btlal; GE 3000 watt fm amplifier 4bt3al; GE 10 kw fm amplifier 4bf3al; IH 10 kw gasoline-driven 110/220v generator with presto tank, as is; miscellaneous items. Opening bid of $2500.00 already received.

Used W.E. high efficiency 405-B-1 5 kw transmitter in excellent condition with spares. W. O'rr Cozzens, Intermountain Network, 146 South Main St., Salt Lake City 1, Utah.

For sale: 700 feet of RCA wave guide type WR-1150, complete with terminations and hangers. Contact A. A. Snowberger, United Broadcasting Co., Washington, D. C., or phone RE 7-8000.

First $4,500 takes a complete 388 foot Truscon self-supporting tower on the ground ready for installation. Contact A. A. Snowberger, United Broadcasting Co., 8th & I Streets, N.W., Washington, D. C., or phone RE 7-8000.

WANTED TO BUY

Stations

Financially qualified, experienced and successful station owners want to buy for cash or terms—am station in one or two station market in Pennsylvania or New Jersey. No brokers, all replies confidential. Box 430C, B•T.

Wanted: Small or medium am or tv stations in financial trouble. Will purchase or reorganize for present owner. Box 521C, B•T.

Stations wanted. Radio and tv. Growing list of clients waiting. All market sizes. Arkansas, Missouri, Texas, Oklahoma, Kansas. Ralph Erwin, Broker, Box 811, Tulsa, Oklahoma.

Attention station owners. I have clients waiting for metropolitan stations, cities over 200,000. Current billings not important. Texas, Oklahoma, Arkansas, Missouri, Kansas. Ralph Erwin. Licensed broker. Box 811, Tulsa, Oklahoma.

Equipment, Etc.

Urgently need one complete 900 mc studio transmitter link complete with antennas. Prefer good used equipment. Box 321C, B•T.

500-1000 watt RCA am transmitter; 5 or 10kw RCA fm and Collins type 8-bay antenna. Box 516C, B•T.

Wanted to buy: RCA TM6A or 6B master monitor complee with power supply. Must be in good condition. Contact Bill Hargan, KSBW-TV, Salinas, Calif.

Wanted: Used 3kw fm transmitter, fm modulation monitor, antenna and coax. Contact Radio Station WNES in Central City, Kentucky, immediately.

5 or 10kw. Fm transmitter, antenna, coaxial, monitor. Also, disc recorder. Condition, price. C. H. Quick, WSUH, Oxford, Mississippi.

One kilowatt Collins fm transmitter. Advise price, condition, hours used. Box 729, Glendale, California.

INSTRUCTION

Get your FCC first phone license quickly. Intensive, personalized instruction by correspondence or in residence—Washington, D. C., or Hollywood, Calif. For details, write Dept. 1-M, Grantham School, 737 11th Street N. W., Washington, D. C., or 5910 Sunset Blvd., Hollywood 28, Calif.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W. 21st Street, Portland 9, Oregon.

RADIO

Help Wanted

Managerial

RADIO STATION MANAGER

To Manage Sick Radio Station

Must be aggressive, highly promotional. Exceptional and most unusual opportunity. Small capital investment required to show good faith. Write giving complete background and experience to Mr. J. Lucas, 2 Cedar Drive, Canton, Mass.

Salesmen

SALESMAN

Experienced radio salesman wanted immediately with top references. Good paying situation. Also experienced announcer-engineer — 1st phone preferred. car necessary. Send full details to

Dave Button
Manager
Radio Station KSVP Artesia, N. M.

Technical

WANTED
Transmitter engineer with car
50 kw experience preferred
Midwest location
Reply
BOX 447C, B•T

SITUATIONS WANTED

Managerial

ATTENTION SAN FRANCISCO

Four years ago I left the radio-TV advertising business to operate a retail carpet-furniture store in South Bend, Indiana. Now, having had enough retail experience, I've sold my store and am ready to return to advertising. I have had 12 years executive experience in top New York advertising agencies, 5 years management and sales experience in radio stations and also served 2 years as Deputy Director of the OWI Radio Bureau in Washington, D. C. I am moving with my family to SAN FRANCISCO and would like to re-enter the advertising field in that area. I'll be available there by October 1 and will be most interested in considering any appropriate proposition which might be open. I can furnish top national industry references. Write or wire:
JOHN D. HYMES
2202 Portage Ave.
South Bend, Ind.

Announcers

TOP SPORTSCASTER AVAILABLE SEPTEMBER 1st

Sports Director, 5 kw AM-TV in Southern capitol. 8 years play-by-play includes minor league baseball past 6 seasons at present station, along with major college football, basketball, boxing (major Bowl and NCAA tournaments). Current top-rated sports shows on radio/TV. On-air tapes of all events available. Finest references. Accept sound Sports Director's position or individual play-by-play assignments.

Box 376C, B•T

RADIO

Situations Wanted—(Cont'd)

Programming-Production, Others

PROGRAM DIRECTOR

Ten years radio, some TV. Experience plus good record. Looking for radio and/or TV location with a future. You know that dollars are realized with good programs, solid audience and sound ratings. Let's work together building toward that goal. I'm a hard worker looking for a real opportunity. Married, family on the way. Community minded. Amateur radio operator and much more. For the complete story write to

Box 539C, B•T

TELEVISION

Help Wanted

Salesmen

SO HERE WE ARE!

A television station with great potential, in a fast-growing market.

If you can sell; want to sell and are not afraid to work—if you have faith in TV and are interested in associating with a growing company, which now owns two TV and one radio station, send full information, including photo to

Box 545C, B•T

FOR SALE

Equipment, Etc.

CLOSE-OUT CLEARANCE AUDIO & TAPE EQUIPMENT

1 RCA 44-BX Mike	$ 50.00
1 Console Ampex 301C Recorder like new	750.00
2 Stancil-Hoffman R-4 Tape Recorders, each	350.00
1 6 Channel Mixer and Power Supply, custom built	350.00
1 RCA OP-6 and 7, both for	250.00
1 Magnecord PT6-R Amplifier, with rack	125.00
1 Noiseraser (Goodell)	30.00
120 Ft. Federal "Feedrail" gives you a/c or d/c current wherever you want it—brand new with fittings	240.00
100 Used 2400' Tapes on N A B Hubs, each	2.50
100 N A B Hubs, 2400', each	.75

Write, wire, or call Brown Radio-TV Productions, Inc., 1037 South Glenstone, Springfield, Mo. Phone 2-1731.

TOWERS

RADIO—TELEVISION
Antennas—Coaxial Cable
Tower Sales & Erecting Co.
6100 N. E. Columbia Blvd.,
Portland 11, Oregon

EMPLOYMENT SERVICE

PR vs *PR*

We'll match your PERSONNEL REQUIREMENTS, against the PROVEN RECORDS of qualified people.

A confidential service to Radio and TV Stations, and program producers, anywhere.

Palmer-DeMeyer (Agency)
50 E. 42nd Street, N.Y.C.
MU 2-7915
Paul Baron, Dir.: Radio-TV-Film-Adv.
Resumes welcome from qualified people.

(Continued from page 104)

August 12 Decisions

ACTIONS ON MOTIONS

By Comr. Rosel H. Hyde

Broadcast Bureau—Granted petition for extension of time to and including Aug. 16, to file reply to petition for reconsideration, etc., filed by Clarksburg Pub. Co., protestant in re application of Ohio Valley Bcstg. Corp., for new tv station at Clarksburg, W. Va.

Broadcast Bureau—Granted petition for extension of time to and including Aug. 10, within which replies may be filed to exceptions to initial decision in re application of Travelers Bcstg. Serv. Corp. and Hartford Telecasting Co., for ch. 3, Hartford, Conn.

Radio Station WSOC Inc., Charlotte, N. C.—Granted petition for extension of time to and including Sept. 22, to file exceptions to initial decision in re ch. 9.

Wilton E. Hall, Anderson, S. C.—Granted petition for extension of time from Aug. 10 to Aug. 16 to file proposed findings in re application of Sparton Radiocasting Co., Spartanburg, S. C., for mod. of tv cp.

WREC Bcstg. Service, Memphis, Tenn.—Granted petition for extension of time from Aug. 21 to Sept. 19, to file exceptions to initial decision in re application of WELO Tupelo, Miss., for am facilities.

By Hearing Examiner H. Gifford Irion

WCLG Morgantown, W. Va.—Granted amended petition for leave to amend and remove from hearing docket its application for am facilities; said application was removed from docket and returned to processing line.

August 15 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of Aug. 12

WREN Warren, Pa.—Granted authority to operate trans. by remote control.

WWPF Palatka, Fla.—Granted permission to sign-off at 7 p.m. Aug. 13.

Following were granted extensions of completion dates as shown: WESH-TV Daytona Beach, Fla., to 2-10-56; WJBK-TV Detroit, Mich., to 2-2-56; WMAG Forest, Miss., to 10-22-55.

EMPLOYMENT SERVICE

Make CADILLAC your Chicago Headquarters for placement or procurement for all types of Radio-TV Personnel.

ARTHUR R. SNYDER
CADILLAC EMPLOYMENT AGENCY
220 S. STATE, CHICAGO,
WA 2-4800

INSTRUCTION

FCC 1st PHONE LICENSE
IN 5 to 6 WEEKS

THE ORIGINAL INTENSIVE
'DOOR OPENING COURSE'
RADIO-TELEVISION
OUR INTEGRITY PROVEN

Check the school that
others try to copy.

WILLIAM B. OGDEN
1150 W. Olive Avenue
Burbank, California

BE TAUGHT—NOT TOLD
UNDERSTAND—NOT MEMORIZE
Over 1600 successful
students in NINE years

Actions of Aug. 11

WTCN-TV Minneapolis, Minn.—Granted license for tv broadcast station (ch. 11), and changed hours of operation from sharing time with WMIN-TV to unlimited time.

WXLW Indianapolis, Ind.—Granted license covering change of facilities, installation of DA, and change trans. location.

KLOH Pipestone, Minn.—Granted license for am station.

KBRK Brookings, S. D.—Granted license for am station.

Following were granted extensions of completion dates as shown: KCHJ Delano, Calif., to 2-22-55, conditions; WHFC-TV Chicago, Ill., to 1-16-56; WSEE (TV) Erie, Pa., to 3-1-56.

Actions of Aug. 10

KFJZ-TV Fort Worth, Tex.—Granted STA to operate commercially on ch. 11 for period ending Nov. 17, 1955.

KIEM-TV—Eureka, Calif.—Granted cp to replace expired cp which authorized new tv station.

WATO Oak Ridge, Tenn.—Granted cp to change studio location and operate trans. by remote control.

WDJC Salem, Va.—Granted mod. of cp to change ant.-trans. location to site 905' SW of present site.

Following were granted extensions of completion dates as shown: WTOB-TV Winston-Salem, N. C., to 3-3-56; WHP-TV Harrisburg, Pa., to 3-1-56; WLBC-TV Muncie, Ind., to 3-1-56; WKAB-TV Mobile, Ala., to 1-16-56; KTVQ (TV) Oklahoma City, Okla., to 2-11-56; WTOC-TV Savannah, Ga., to 2-26-56; KRCA (TV) Hollywood, Calif., to 3-1-56; WKJF-TV Pittsburgh, Pa., to 1-16-56; WHYN-TV Springfield, Mass., to 2-28-56; KGBT-TV Harlingen, Tex., to 3-1-56; WFBM-TV Indianapolis, Ind., to 3-1-56; WMTV (TV) Madison, Wis., to 1-16-56.

Actions of Aug. 9

KXLF-TV Butte, Mont.—Granted license for tv station (ch. 6).

WHBN Harrodsburg, Ky.—Granted license for am station.

WBFD Bedford, Pa.—Granted license for am station and specify studio location.

WHBI Newark, N. J.—Granted license covering change studio location.

WFMH Cullman, Ala.—Granted license covering change of facilities.

KOLS Pryor, Okla.—Granted license covering increased power.

KHJ Hollywood, Calif.—Granted license covering change from employing DA day and night to DA-N.

KLER Lewiston, Idaho—Granted license covering change of facilities, installation of DA-N.

WVEC Hampton, Va.—Granted license covering erection of new ant. and mounting of tv ant. on top (move tower 110 ft.).

KQXR (FM) Bakersfield, Calif.—Granted license for fm station.

WXYZ-FM Detroit, Mich.—Granted license covering changes in licensed station.

KBEN Carrizo Springs, Tex.—Granted license for am station.

WTTM Trenton, N. J.—Granted mod. of license to change main studio location (same city).

WPGT (TV) Clearwater, Fla.—Granted cp for replacement of cp which authorized new tv station (ch. 32).

Following were granted extensions of completion dates as shown: WLBR-TV Lebanon, Pa., to 1-16-56; WACA-TV Camden, S. C., to 1-16-56.

Actions of Aug. 8

WXEX-TV Petersburg, Va.—Granted STA to operate commercially on ch. 8 for period ending Oct. 6, 1955.

WNAE Warren, Pa.—Granted authority to operate trans. by remote cotrol.

Following were granted extensions of completion dates as shown: WTVO (TV) Rockford, Ill., to 2-24-56; WNOK-TV Columbia, S. C., to 2-25-56; KVOO-TV Tulsa, Okla., to 2-24-56.

August 15 Applications

ACCEPTED FOR FILING

Modification of Cp

KTYL Mesa, Ariz.—Seeks mod. of cp (which authorized increase power) for extension of completion date.

License to Cover Cp

WWNS Statesboro, Ga.—Seeks license to cover cp which authorized changed frequency and change name of licensee.

KMBC-TV Kansas City, Mo.—Seeks license to cover cp and to specify trans. location as 5701 E. 22d St., Kansas City (change in description only, not a move).

KLOR (TV) Portland, Ore.—Seeks license to cover cp which authorized new tv station.

Renewal of License

WOKZ Alton, Ill.; WBRN Big Rapids, Mich.; WKZO Kalamazoo, Mich.; WMPC Lapeer, Mich.; WPON Pontiac, Mich.; WTTH Port Huron, Mich.; WSTR Sturgis, Mich.; WSRS-AM-FM Cleveland Heights, Ohio; WIMJ Jackson, Ohio (resubmitted); WKOV Wellston, Ohio; WPFB Middletown, Ohio, WLEC Sandusky, Ohio; WSTV Steubenville, Ohio; WTOL Toledo, Ohio; WJBK-FM Detroit, Mich.; WFBE (FM) Flint, Mich.; WLDM (FM) Oak Park, Mich.; WFAH-FM Alliance, Ohio; WTAM-FM Cleveland, Ohio; WHK-FM Cleveland, Ohio; WHIO-FM Dayton, Ohio; WSPD-FM Toledo, Ohio; WTRT (FM) Toledo, Ohio; WWST-FM Wooster, Ohio.

Amended License

KBES-TV Medford, Ore.—Amended to specify corporate name as California-Oregon Television Inc. (an Oregon corporation).

Cp

WFOB Fostoria, Ohio—Seeks cp to make changes in DA system.

August 16 Applications

ACCEPTED FOR FILING

Renewal of License Returned

WWBG Bowling Green, Ohio—Sec. II and exhibit dated after Sec. I.

Subsidiary Communications Authorization

WHDL-FM Alleghany, N. Y.

Renewal of License

WTVN Columbus, Ohio; WJW-FM Cleveland, Ohio.

Cp

WLBK DeKalb, Ill.—Seeks cp to change ant.-trans. and studio locations and delete remote control operation. Move is within city.

Modification of Cp

KENI-TV Anchorage, Alaska—Seeks mod. of cp to extend completion date to 3-1-56.

WOKA (TV) Macon, Ga.—Seeks mod. of cp to extend completion date.

WWTV (TV) Cadillac, Mich.—Seeks mod. of cp. to extend completion date.

WHCU-TV Ithaca, N. Y.—Seeks mod. of cp to extend completion date to 3-7-56.

WABC-TV New York—Seeks mod. of cp to extend completion date to 3-7-56.

KOKE (TV) El Paso, Tex.—Seeks mod. of cp to extend completion date to 2-18-56.

KCOR-TV San Antonio, Tex.—Seeks mod. of cp to extend completion date to 3-9-56.

WLVA-TV Lynchburg, Va.—Seeks mod. of cp to extend completion date to 10-1-55.

WMUB (FM) Oxford, Ohio—Seeks mod. of cp (which authorized changes in licensed station) for extension of completion date.

WLWA (TV) Atlanta, Ga.—Seeks mod. of cp. to extend completion date.

WQCY (TV) Allentown, Pa.—Seeks mod. of cp to extend completion date to 1-10-56.

WLTV (TV) Wheeling, W. Va.—Seeks mod. of cp to extend completion date to 3-11-56.

License to Cover Cp

KTVK (TV) Phoenix, Ariz.—Seeks license to cover cp which authorized new tv station.

WISH-TV Indianapolis, Ind.—Seeks license to cover cp which authorized new tv station.

WLAC-TV Old Hickory, Tenn.—Seeks license to cover cp which authorized new tv station.

KWTX-TV Waco, Tex.—Seeks license to cover cp (which authorized new tv station) and to specify studio and trans. location as 4520 Bosque Blvd., Waco (change in description only, not a move).

WKTM-FM Mayfield, Ky.—Seeks license to cover cp (which authorized new fm station).

KDRO-TV Sedalia, Mo.—Seeks license to cover cp and to change description of studio-trans. location (not a move) to 2100 W. Broadway, Sedalia.

KTEN (TV) Ada, Okla.—Seeks license to cover cp and to specify studio location at trans. site (contingent on filing and granting of application for mod. of cp to change studio-trans. site and request waiver of sec. 3.613 of FCC rules).

KMID-TV Midland, Tex.—Seeks license to cover cp. which authorized new tv station.

Records for Sale

NOW AVAILABLE is Volume 13 of the FCC decisions and reports covering July 1, 1948, to June 30, 1949. The volume, comprising 1,329 pages, can be obtained for $4.25 a copy from the Superintendent of Documents, Government Printing Office, Washington 25, D. C. The Commission does not make public distribution.

Local Express

THE upsurge in local radio advertising reported by Radio Advertising Bureau [B•T, Aug. 15] is in itself, a happy circumstance indeed. But it could mean more than that.

It could mean a revitalization of national advertiser interest in radio.

The significance of the RAB report lies not alone in the fact that local business volume is increasing. Of equal importance is the changing identity of local radio advertisers. Businesses which have not heretofore been heavy users of local radio are now radio's best customers. Automobile dealers buy the most local time; supermarkets and groceries are second; department stores are third.

It hardly need be pointed out that all three of those enterprises distribute goods which are made by national advertisers. If their dealers are investing more than ever in radio, national advertisers, it would seem to us, could be persuaded to do likewise. The man who has to move a product off the shelf or showroom floor is in the best position to know what advertising medium gives him the most assistance.

Now to translate this local sales activity to the national level requires the same kind of vigorous salesmanship and promotion that stations have used to bring the local merchants into radio. It requires an industry-wide sales effort.

It requires a slogan that identifies radio in its new role as a prime local advertising medium, offering for the first time a real challenge to traditional newspaper dominance. We can't think of a better slogan than one which the newspapers themselves once used: "All business is local."

Upon that slogan the newspapers' Bureau of Advertising based a major campaign—aimed at telling national advertisers that they could not do an effective advertising job without penetrating to the local level.

By no coincidence, the newspapers have lately quit saying that all business is local, because a lot of local business that they once had all to themselves is going into radio. Why should radio not adopt the newspaper slogan for itself, to fit contemporary circumstances?

All business is indeed local, and much of it is where it belongs—on radio.

One Touch of Venus

AT THE risk of seeming an enemy of progress, we suggest that broadcasters march on Washington at once in protest against the plan to shoot an earth satellite into space.

If the satellite project works, it can lead only to more and bigger satellites—all sending and receiving messages by radio and television. It will lead eventually to journeys into space, to other planets, to still more crowding of the spectrum. Who knows whether the Martians have licked the uhf-vhf problem? Will their radio-television allocation problems be added to ours?

In 30 years of more or less constant international bickering, the earthbound world has never been able to distribute wavelengths to the satisfaction of all countries. What can ensue but chaos when other worlds have to be cut in on the pie?

The U. S. is having difficulty in coming to terms with the Mexicans over the use of frequencies. What chance will it have in the Interplanetary Allocations Conference when Venus insists that 540 kc is the only wavelength that its people's head-radios work on? Or who will control that super-stratovision station whose elevation above average terrain will give it inter-constellation tv coverage?

"The sky's the limit" may become an allocation standard before the U. S. satellite problem is solved by the FCC.

Those 'Fifth Amendment Patriots'

THERE'S more than meets the eye or hits the record in those House Un-American Activities Committee hearings probing Communistic infiltration of show business.

Most of the witnesses, who have performed variously on Broadway, in the movies and on radio-tv, took refuge in the Fifth Amendment. This is their constitutional right, if they're prepared to accept the inferences that must be drawn from their refusals.

There was one witness, however, who did admit former association with the conspiracy and expressed his regrets. Of significance is the fact that in that instance, the party membership occurred in the mid-forties. It was FBI Director J. Edgar Hoover who, nearly six years ago, told the Senate that in those mid-forties, the Party had given a special directive to the "cultural section" to penetrate the radio field. Their schools offered training courses in radio writing, acting and directing.

It must be presumed that those witnesses hiding behind the Fifth Amendment are still part of the "cultural section" activities underscored by Mr. Hoover. Otherwise, why should they fear their testimony "might incriminate" them?

There is no issue of blacklisting here. They are incriminating themselves by their refusal to answer, if, in fact, they are not party to the conspiracy.

No network, station, sponsor or agency wants to hire a liar, notably when the question of loyalty to his country is involved.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Now don't get discouraged, Earl . . . we're not apt to run into another station owner in a month of Sundays!"

Let Democracy Speak

NEXT month National Radio & Television Week will be observed (Sept. 18-24).

It should not be just another of those events used by manufacturers to sell their wares. As business enterprises the broadcast media deserve recognition, because they constitute business in the atmosphere of free, competitive enterprise.

But broadcasting, the American way, is more than a business. It epitomizes life in a democracy. It is electronic journalism, and as such, the modern counterpart of the press. Its freedom is as significant as the freedom of the press. Without it our democracy could not survive.

More and more the importance of a free radio (and television) is becoming ingrained in the American mind. There remain the carping politicians and the do-gooders who would abridge that freedom. But by and large, the broadcast arts are receiving recognition for their stewardship as disseminators of information and for their contribution to the freedom of speech ideal.

Such recognition does not self-start. It must be stimulated. That is the job of the broadcaster. The forum of National Radio & Television Week should be used to tell the story of this great free American institution. The public should be reminded of the miracles that already have been wrought, of those that are ahead—all in one short generation.

Broadcasting, both audio and video, was born, nurtured and developed in free America the American way. Every American should know that story. The time to tell it most effectively is during National Radio & Television Week.

ASTING by Bill Ry

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TELECASTING

WWJ **The Detroit News**
World's first radio station and . . .

WWJ-TV **Channel 4**
Michigan's first television station

Announce the Appointment of

FREE & PETERS, INC.
Pioneer Station Representatives Since 1932

EFFECTIVE
SEPTEMBER 1, 1955